AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

JANUARY 1955 75 CENTS

Products Exhibit in Print

Trend Setting Blueprint House

COMING IN FEBRUARY

Survey of Design Trends



1954 N. A. H. B. OFFICERS

R. G. Hughes
President

Nathan Manilow
First Vice President

Paul L. Burkhard
Second Vice President

V. O. Stringfellow
Treasurer

Franklin L. Burns
Secretary

Paul S. Van Auken
Convention Director

N.A.H.B. CONVENTION AND EXHIBITION ISSUE

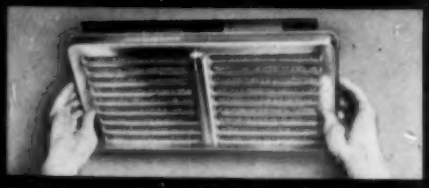
NEW NUTONE Hood·Fan

"U. S. & Foreign Pat. Pend."



The HOOD Traps Hot, Greasy Odors

..The FAN Exhausts Them Fast!



EXCLUSIVE FILTER GRILLE . . . No screws—Just snap it down and wash like a dish—in 30 seconds. Keeps inside fan and ducts grease-free. Walls stay clean and bright.



IN-BUILT SWITCHES UNDER HOOD . . . Control light and fan. Concealed "NON-GLARE" lighting. Removable Metal Reflector. . . . No special bulbs. No extra lenses to clean.



GRACEFUL FLOWING LINES . . . Recessed to fit all metal or wood cabinets—11½" to 13¼" deep. Extra depth extends to front burner of range—Traps all greasy vapors.

U. S. & Foreign Pats. Pend.

IN 1955 EVERYBODY EXPECTS MORE FOR THE MONEY!

CUSTOMERS WANT a Better House for their money . . Builders want better products . . to make their new homes more saleable.

HERE'S HOW—to get more—and offer more for the money. You can add sparkling beauty to your kitchens with the New, Low-Cost NuTone HOOD-FAN.

EASY TO INSTALL in all sizes of steel or wood cabinets. Special installation kit included free.

4 GLEAMING FINISHES to blend with any color cabinet . . COPPER OR STAINLESS anodized aluminum, STAINLESS Steel or White Enamel.

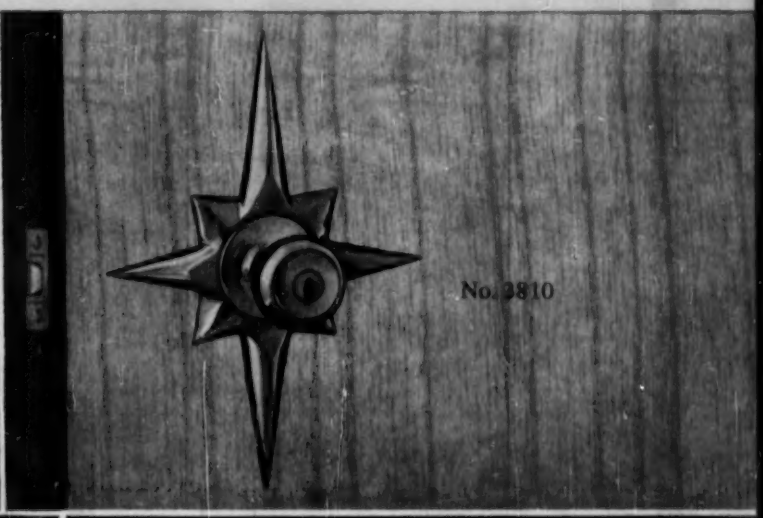
FREE . . Write for Complete Catalogs and Prices . . .
NUTONE , Inc. Dept. AB-1 Cincinnati 27, Ohio

NUTONE

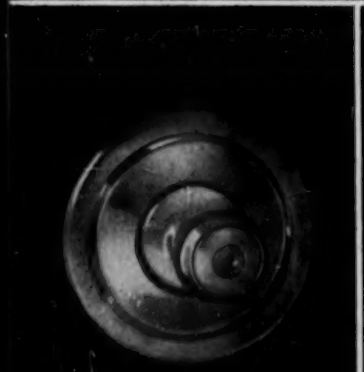
New *kwikset* "400" line

Trim Rosettes for DRAMATIC DOORWAY DISTINCTION





No. 3810



No. 3150



No. 3155



No. 1355



No. 1333

KWIKSET's new "400" line Trim Rosettes are designed to enhance every doorway, manufactured to please the most particular home buyer. Five distinctively different rosettes are now available in all popular finishes to add glamour and sales appeal to the homes you build.

The brilliant star-shaped rosette is made of cast brass, all other models are of wrought brass. The large diameter models are easily installed with KWIKSET's #2469 one-piece 5⅞" backset latch.

For DRAMATIC DOORWAY DISTINCTION, add a beautiful, durable KWIKSET "400" line Trim Rosette to that home you're building now.

kwikset LOCKSETS "400" LINE

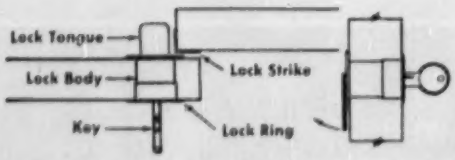
The Quality Lock for Budget Building

KWIKSET SALES & SERVICE CO.
Anaheim, California

New! Sterling® *sliding door locks*



for by-passing doors



Now sliding closet doors can be locked and contents kept safe from pilferage. This lock is designed on a revolutionary new principle. One half turn of key raises tongue to locked position or returns it to unlocked position. Cylinder is geared to tongue and action is positive. Simple to install—bore one hole. Fits ¾" to 1¾" doors.



for pocket doors



A new tubular type sliding door lock for bathroom or bedroom passage doors. Privacy is assured by turning locking button on the inside of room. Emergency button on outside permits unlocking with screw driver or coin. Edge pull has easy to use drop ring. Neat, simple installation. It has standard 2⅜" backset. Fits 1⅜" or 1¾" doors.



Sterling HARDWARE®



Sterling means Quality

STERLING HARDWARE MFG. CO.
CHICAGO 18, ILL.

SEE OUR CATALOG IN SWEET'S:
Architectural File • Light Construction File

VISIT OUR DISPLAYS:
Architects Samples Corporation, N. Y. C.
Chicagoland Home Building Center, 130 W. Randolph St.

AMERICAN BUILDER

Vol. 77 No. 1

January 1955

EDITORIAL

5 How will we house the poor?

TRENDS

7 What are the light construction prospects for 1955?

NEWS

9 Buildercast of regional trends, forecasts
12 News of note from your area
37 News from the national scene
37 Dickerman's column
40 Northup's column

WEATHER

17 A 30-day weather forecast for your area by Dr. Irving P. Krick

HOME DESIGNS

20 Six pages of trend setting house designs from your area

ON AND OFF THE RECORD

58 A commentary on persons, places, problems and events

NATIONAL HOME WEEK

66 Winners in *American Builder's* 4th annual NHW contest

BLUEPRINT HOUSE IN COLOR

74 This house hits the top in buyer appeal
77 An ⅛-inch scale blueprint
81 Materials list for blueprint house
82 How it is built
86 How it is sold

HOUSE CONSTRUCTION

106 A completely fireproof house using "concrete bent" method
280 Split across the middle

KITCHEN PLANNING

110 Three built-in kitchen components combine all basic household functions

PRODUCTS EXHIBIT IN PRINT

122 A pictorial review and preview of more than 400 building products

CONVENTION HIGHLIGHTS

276 Tentative program of the NAHB 1955 Convention and Exposition

CATALOGS

282 Literature offered by manufacturers

TAXES AND MORTGAGE FINANCING

288 Tax deduction advantages of new code
290 Fourth in a series on mortgage financing—What does the lender expect?

BUSINESS MANAGEMENT

294 Keeping the account of the buyer

DETAIL PLATES

300 People look twice at this fireplace
302 An old product put to new use

TECHNICAL GUIDE

304 Here's a new way to lay wood floors on concrete

HOW-TO-DO-ITS

308 Job shortcuts for the man on the job

ASK THE EXPERTS

312 Reader queries on technical problems are analyzed by a board of experts

LEGAL

320 Illinois Supreme Court upholds neighborhood redevelopment law

LETTERS

326 What our readers say

NAHB EXPOSITION ROSTER

343 Exhibitors, products, hotel and booth numbers, personnel

ADVERTISING INDEX

361 Index to advertisers

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 79 W. Monroe St., Chicago 3, Ill.; 30 Church St., New York 7, N.Y. James G. Lyne, President; A. J. McGinnis, Executive Vice President and Treasurer; Samuel O. Dunn, Chairman Emeritus; C. J. Wageman, Vice President and Publisher; J. S. Crane, Vice President and Secretary; Fred A. Clark, Vice President and Business Manager; E. G. Gavin, Vice President and Editor; Bayne Sparks, Vice President; Robert G. Lewis, Vice President.

American Builder (originally "Carpentry and Building"; with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in advance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent. Circulation Department: Robert G. Lewis, Director of Circulation; Lawrence L. Cope, Circulation Manager; Field Staff: C. L. Conley, John Simonson, M. A. Spector, Earl Spohn, Dick Whittington, Guy Hill, George Heinrich, John B. Heinrich.

Published monthly by Simmons-Boardman Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 79 W. Monroe St., Chicago 3, Illinois, and 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, $3.50; 3 years, $7.00. Foreign countries 1 year, $12.00; 3 years, $25.00. Single copies, 75 cents; April issue, $2.00; 75th Anniversary issue, August 1954, $1.00. Entered as second-class matter July 20, 1900, at the Post Office of Bristol, Connecticut, under the act of March 3, 1879. Copyright 1955 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

Fred A. Clark, Vice Pres., Bus. Mgr., 79 W. Monroe St., Chicago 3, Ill.

M. J. Figa, Jr., Director of Production, 30 Church St., New York 7, N. Y.

Lyman M. Forbes, Sales Promotion, 79 W. Monroe St., Chicago 3, Ill.

Advertising Sales Representatives

New York 7, N.Y., 30 Church, Worth 4-3060
Bayne Sparks, D. S. Clark, W. J. Kane

Chicago 3, Ill., 79 W. Monroe, Ra 6-0794
George Hutchings, Harold Mann, Herb Willson

Cleveland 13, O., Terminal Tower, Ma. 1-4455
D. T. Brickner, D. J. Casey

Coral Gables, Fla., 1810 Ponce deLeon Blvd., Co. 48-1786
Joe Holzer

Dallas 4, Tex., 3908 Lemmon Ave., Lakeside 2322
Joe Sanders

Los Angeles 17, Cal., 1127 Wilshire, Ma. 6-0553
Fred Kianer, Jr.

Portland 5, Ore., 1220 S. W. Morrison, Br. 4993
L. B. Conaway

San Francisco 5, Cal., 244 Calif., Ga. 1-7004
Lewis Vogler

people who live in glass houses



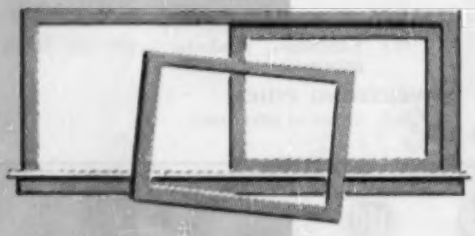
live better with ARB WINDOWS

"Bringing the outdoors inside the house" can be overdone. Unless windows fit well—winter and summer—*too much* of the outdoors comes inside.

A.R.B. *removable* wood windows are kept weather-snug by patented spring construction back of the aluminum sash guides. And, the sash come out entirely and easily, for cleaning. For ventilation or weather protection, there's nothing better than A.R.B. "400" wood windows.

a.r.b. REMOV-A-GLIDE

modern, popular, extra convenient



Additional wall space becomes available with a.r.b. REMOV-A-GLIDE wood windows. And they are specially appreciated in such locations as above stoves, sinks, and counters in the kitchen. Weather-tight and rattle-proof, they are easily removable, and a.r.b. design assures complete sill drainage.

See your nearest lumber dealer or

A. R. B. WINDOW SALES COMPANY • 19433 John R Street, Detroit 3, Michigan

400

METALS BY A. R. B.

for

ADJUSTABLE REMOVABLE WOOD WINDOWS

Editorial

AMERICAN BUILDER

How will we house the poor?

THE RESULTS of the November elections seem to have been interpreted by some political observers as reflecting public confusion. The reason for this is unexpected reversals in normally sure districts for both parties, and narrow squeaks for both parties in places where safe majorities were predicted.

Looking at the over-all results through eyes not politically trained, we see not confusion in the minds of voters but something entirely different. Because of the tight races, the reversals, and the obvious fact that many voters were moved more by the individual qualifications of the candidate than by his party affiliation, we see in the results a conservative demand for maintaining status quo in the national economy.

Most voters seem to be scared of a return to the outright socialistic programs of the Truman and Roosevelt administrations and, at the same time, reluctant to abandon the current benefits of controlled inflation, cold war as opposed to hot war, tempered liberalism, and other neatly balanced policies on which both parties seem to be in basic agreement.

If this conclusion is tenable, what can the home building industry expect of the new Congress? First, it should expect another drive to expand federal public housing. And if this drive materializes, the industry should expect it to make some modest gains. This in spite of the fact that the federal public housing program does not achieve what it is supposed to achieve, and is a far too expensive way to house the indigent to make it acceptable as an answer to a vexing problem.

It will be remembered that the proponents of federal public housing were organized, vocal and powerful when they launched their campaign following the war. It will be remembered that the opponents were unorganized, and had to fight a delaying action while trying to muster their forces. There was no time to think of alternative methods of housing the needy.

So, the opposition, sure that they were defending the strongest bastion against socialization of the entire economy, found themselves accused of heartlessness, selfishness and reactionism. The fact that Congress held public housing activity to so low a figure as it did indicates that the American public was and is willing to listen to the arguments of the anti-socialists.

But, if the battle breaks out again, the public rightly will expect the opponents of public housing to come up with another and better answer to housing the poor.

We believe there is an answer. It is to place the responsibility for housing the indigent in the communities where the need exists. Raise money through local subscription, administrate it through a volunteer committee of responsible citizens charged with the dual role of housing the poor with a rotating fund, and addressing itself to the problem of improving the lot of the beneficiaries to the end that they can care for their own housing needs.

They must be housed for humanitarian, economic and social reasons. How will it be done? Through wasteful, socialistic public housing, or through fulfilling the highest and brightest potential of democracy in local action?

Publisher, C. J. Wageman
Editor, Edward G. Gavin
Managing Editor, Lyn E. Arent
Executive Editor, Donald F. Coenen. *Feature Editor*, Walden Reynolds. *Architectural Editor*, Arthur V. Hansen. *News Editor*, Garrett Winter.
Field Editor, J. L. Zar. *Associate Architectural Editor*, W. F. Koelling. *Associate Editor*, Margaret C. Carroll.
Eastern Editor, Joseph B. Mason. *Western Editor*, W. C. Rodd. *Washington Editor*, Walter J. Taft.
Research Director, W. S. Gaskill. *Assistant Research Director*, Constance Nicolai. *Director, Home Plan Service*, Ralph E. Westerman.
Legal and Tax Consultant, John F. McCarthy. *Art Editor*, George M. Clark. *Chief Draftsman*, J. T. Froh.
Editorial Production, Shirley J. Sered. *Editorial Assistant*, Gertrude M. Pelnar.
Editorial Office, 79 W. Monroe St., Chicago 3, Ill.

Every effort will be made to return material submitted for possible publication (if accompanied by stamped, addressed envelope), but the editors and the corporation will not be responsible for loss or damage.

WILLIAM J. MORELAND, Prominent Chicago Builder



"A BUILDER'S BIGGEST ASSET is a satisfied customer. And the best way to satisfy a customer is to put top-quality materials into his home. As one of our owners put it: 'We're happier every day with our home. No matter where we look, we see you've used the best.' That's the kind of reaction every builder likes to hear. And that's why, for over a third of a century, we've consistently 'used the best'—50 name-brand products advertised in The Saturday Evening Post." *(Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.)*

The Saturday Evening
POST
-gets to the heart of America

What are the light construction prospects for 1955?

- ***American Builder* survey reveals 19% increase in housing starts—in excess of 1,400,000 units**
- **Departments of Commerce and Labor forecast 13% boost—1,300,000 dwelling units**
- **Predict remodeling, institutional and commercial building to set new highs**

With the cooperation of several hundred subscribers, *American Builder* has been able to forecast housing starts with accuracy. This year's survey, made in November 1954, shows that housing starts will increase about 19 per cent in 1955 over the 1,200,000 started in 1954. It is, therefore, expected that more than 1,400,000 dwelling units will be started in the United States in 1955, slightly in excess of the 1,396,000 starts in 1950, the previous record year for house building.

6 out of 10 builders say they will up production

About six out of 10 of the builders surveyed plan to start more dwelling units in 1955 than in 1954, three expect to start the same number, and one out of 10 expects to start less.

A similar survey made in 1949 showed an increase of about 25 per cent in starts, in spite of widespread pessimism in the industry and the economy in general. The year 1950 subsequently set an all-time record.

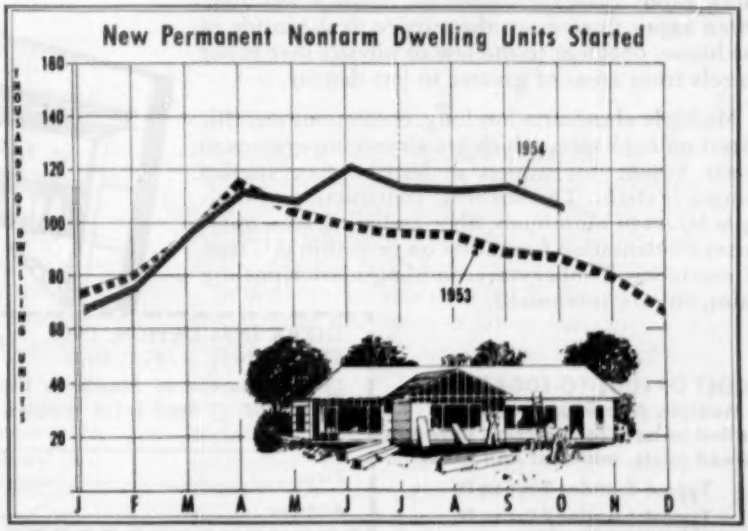
Official forecasts for 1954 were for a decrease in residential construction. The *American Builder* survey to the contrary showed an expected increase of about 11 per cent for the year. During the first four months of 1954, housing starts actually declined. But in June they began to pick up. Latest reports show starts for October up 18 per cent above the same month a year ago, pushing the seasonally adjusted annual rate to 1,233,000 units.

Official forecasts in agreement

This year the U. S. Department of Commerce and the U. S. Department of Labor are in substantial agreement with the *American Builder* estimate. The official forecast is for a 13 per cent increase in new residential building. They estimate that 1,300,000 public and private housing units will get under way this year, making 1955 second only to the peak year of 1950. A strong demand for new houses continues, mortgage money is readily available, and easier credit terms provided by recent legislation are in effect.

Among other important influences supporting new housing demand are widely distributed liquid assets in the hands of consumers; the millions of World War II veterans still eligible for GI home-loan privileges which, under the GI Bill of Rights, expire in 1957; and changing family needs, as the birthrate continues to rise and larger families in middle-income groups become more prevalent. Of special significance is the

(Continued on page **10)**



United States Dept. of Labor
Bureau of Labor Statistics

AMERICAN BUILDER CHART

FOR SUMMER COMFORT,

the U. S. National Bureau of Standards rates multiple layers of aluminum FIRST

among all insulations it tested, as reported in its booklet, "Effect of Ceiling Insulation upon Summer Comfort," BMS52. (You can get it at our expense.)

To be comfortable in summer you must ward off unwanted heat rays or radiation. Most heat flow thru a *roof space* in summer is by radiation. There is no convection down, and little conduction thru low density air.

Temperatures can reach over 140° F. in some attics. With an absorptivity for heat rays of only 3%, reflectivity 97%, and emissivity 3%, multiple accordion aluminum is an effective shield against summer heat. The slight mass of its components, air being preponderant, makes it very low in heat storage.

COST OF AIR-CONDITIONING REDUCED

This shield against radiant heat lifts part of the load from house-cooling equipment, reducing installation and up-keep costs. But the building, which is *not* artificially cooled, needs this shield even more!

Multiple accordion aluminum is also markedly effective against radiation through a *wall space*.

Air of higher outside temperatures will support more vapor than the cooler air inside a building. Often vapor flows from the outside to the inside of the house, obedient to the law of physics that vapor travels from areas of greater to less density.

Multiple aluminum has long, continuous metallic sheets on *both* sides which are almost impervious to water vapor. Infiltration under the flat, stapled flanges is slight. The scientific construction of multiple layers of aluminum, fiber and air spaces, minimizes condensation formation on or within this type of insulation. Timber rot, crumbling plaster, peeling paint, etc. are minimized.

CAUTION: *We do not recommend that vapor barriers be placed on both sides of all insulations.*

IN WINTER, NEED FOR INFRA EVEN GREATER

The low conductivity, the slight heat ray absorptivity and emissivity of multiple accordion aluminum, and the retarding of inner and outer convection by the multiple layers of metal and fiber, amazingly effective in summer, assume paramount importance in winter when this 3-fold bar to outward heat flow cuts fuel bills and increases comfort.

To obtain MAXIMUM, **uniform-depth** protection against heat loss and condensation formation, it is necessary to use the new **edge-to-edge** multiple aluminum*, **each** sheet of which stretches from joist to joist, and also all through the flanges for further vapor protection as well as permanent attachment of each sheet.

*Patent applied for.



COST OF EDGE-TO-EDGE INFRA
Multiple Aluminum Insulation installed in new construction between wood joists, material and labor
Type 6-S under 9½¢ sq ft.
Type 4-S under 7½¢ sq ft.

INFRA INSULATION, INC.
525 Broadway, N. Y. C. Dept. B-1

☐ Send Bureau of Standards Booklet BMS52. ☐ Send Infra samples.

Name_____

Firm_____

Address_____

INFRA INSULATION, INC., 525 Bway., New York, N. Y.

AMERICAN BUILDERCAST

NORTHERN AREA



LAND-POOLING FOR SMALL BUILDERS on a pay-as-you-go basis is being introduced for the first time in the Detroit area. The plan, successfully used in several Southern cities, calls for purchase and development of large suburban acreage, followed by offering fully-improved sites, without profit, to selected builders who have been unable to find suitable lots so that they could compete with big operators with the facilities to develop their own raw land. **Profit is to come from sale of the homes.**

Charles F. Brown, president of the developing firm, Thompson-Brown Company, said it was now preparing tracts of 160 and 150 acres to comprise 584 sites averaging 110 to 120 feet wide, 144 to 160 feet deep. Including roads, water and sewers, these sites are to be delivered at approximately $22 per front foot in time for spring building. Similar sites, he declared, have a present market value of $40 to $50 per front foot. **Savings of at least $1,500 per lot will be realized,** he pointed out, which could be reflected in lower cost or higher quality.

Each participating builder is to contract for a specified number of lots, then build one or more models of an approved architectural design, with all to be finished at the same time. Remaining sites go into a common pool from which buyers may select locations.

A price range of $16,000 to $19,500 is being considered for homes in the two tracts. All sales will be handled by one realty firm representing the developer.

●

BIG CITY SUBURBAN HOUSING shows increasing strength in late 1954 reports from several centers of the Midwest. Chicago building total was $777,857,582 at the end of November, or $35,500,000 more than the amount credited to the full year in 1953. Over two-thirds of the 11-month figure represented housing (44,244 units to cost $540,552,881), of which **nearly 75 per cent was credited to suburban territory.** Bell Savings & Loan Association, which compiled the study, estimated that the year-end total would be $80,000,000 greater than in 1953. Since housing alone was running $86,600,000 ahead in 11 months, it appeared all the gain would be credited to the home builder.

Suburban strength was even more noticeable in Detroit. Nine-month totals for the four-county Detroit region were 31,441 housing permits, of which 28,907, or **92.9 per cent were located outside the city.** Last year during the same period, Detroit listed 4,654 permits or 17.3 per cent of the regional total.

Building last year in Greater St. Louis was estimated at 10,500 homes by Richard C. Higginbotham, new president of the home builders association. It looks like 12,000 new homes and apartments this year, he added.

●

SPLIT-LEVELS ARE HERE TO STAY, said Herman H. York, Long Island architect, at the recent New York State HBA convention. However, he cautions that "while we are coming up with newer ways of splitting levels every day, we **still have many corners to cut so far as economical use of materials is concerned.** For example, with varying heights in the frame sections of walls, we should be taking better advantage of standard-length, precision-cut studs by so designing to use either full lengths or exactly half-lengths, to eliminate waste of material and labor. Pre-assembly of component parts also should be more widely used."

●

IMPOSSIBLE PLOT REQUIREMENTS and unrealistic zoning is blamed for reports that there is little land left for homes in Bergen and Passaic Counties, the northern New Jersey section within the New York metropolitan area.

In denying the reports, Fred R. Brunetti, new president of the Home Builders Association of Northern New Jersey, said Bergen County alone had room on suitable acreage for over 20,000 houses on 100x100 average plots and room for equal that number in spot building. "There are additional thousands of acres in Passaic County," he said, but community leaders must be educated "that they are in effect shortchanging and harming themselves and their communities by overly restrictive zoning."

KOHLER Electric Plants
provide portable power anywhere, any time





MODEL 1.5M25
1500 watts, 115 volt AC. Manual starting. Weight 130 pounds. Also 115 volt DC weighing 101 pounds.

Kohler Co., Kohler, Wisconsin
Established 1873

Take your own electricity to the job and save expense and bother of temporary power line hook-ups. Portable, low-cost Kohler model operates saws, drills, planers, grinders, plumbers' pipe-threaders and cutters. Develops 1500 watts AC. Engineered throughout by Kohler. Two-wheel, rubber-tired hand truck available. Sizes, 500 watts to 35 KW. Send for folder A-1.

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS

Whenever You're Looking for BUILDING SUPPLIES...
Get them Quicker at LOW PRICES from



MORGAN-WIGHTMAN
HARDWARE • MILLWORK
BUILDING SUPPLIES

Big St. Louis Inventories!
Everything you need—including "hard-to-get" items and odd sizes



FREE! Compare our prices!

See Our New
WINDSOR Lockset!
NAHB Show, Sherman Hotel

Introducing Morgan-Wightman's exclusive new WINDSOR lockset line for the first time! New highest quality, competitively priced line designed with *sturdy solid steel spindle —not* brittle die-cast. New M-W WINDSOR locksets are *unconditionally guaranteed* to give finest performance.

We hope you'll look us up! Call us directly at our booth . . . Ask the Sherman Hotel operator to connect you with Convention Booth #465.

MORGAN-WIGHTMAN Supply Co. St. Louis 20, Mo.

SEND NOW FOR BIG NEW CATALOG
Shows More Than 2,500 Different Building Supply Items!

Morgan-Wightman Supply Company, Dept. 14
1541 Selzman Ave., St. Louis 20, Mo.

Please rush me your big new free catalog No. 254.

NAME _____
COMPANY _____
STREET ADDRESS _____
CITY _____ ZONE ____ STATE _____

Trends

(Continued from page 7)

strong trend towards home ownership in recent years. This imparts much of the vitality to the present housing market.

Big potential for remodeling

No estimates are available of the size of the remodeling market this year, but the potential is still huge. Arno H. Johnson, Vice-President and Director of Research of J. Walter Thompson Co., points out that approximately half of the dwelling units in the United States are over 30 years of age. Also, over 32 million or 2/3 of the houses are over 20 years old.

The 24 million dwelling units over 30 years old, representing half of our homes, were built at a time when radio was in its infancy, television unheard of and when less than 7 per cent of the adult population were high school graduates. (4½ million versus over 44 million now.)

There is a huge and really immeasurable opportunity beyond the providing of new houses for new families, according to Mr. Johnson, and that is in the replacing or remodeling of obsolete houses to bring the whole housing standard more in line with the present modern levels of learning and education, and in line with the upward change in the distribution of families by income.

Non-residential construction to increase

New residential construction alone is expected to account for 55 per cent of all private construction in 1955. The American Builder readers surveyed also expect to do a substantial amount of remodeling and non-residential building — ranging from new corn cribs to new department stores.

The Department of Commerce expects that commercial construction will continue to expand to a new high of $2.3 billions of work put in place in 1955, with the emphasis on new stores, shopping centers and offices to service new housing developments and continued suburban growth. Religious and private educational building, hitting a higher peak in 1954 than in any previous year, will expand still more in this coming year.

NEW, EXCLUSIVE
and a buy for builders!
Republic's Double Bowl 36" Stainless Steel Sink





Gives You Custom Sink and Counter Design from Stock

This is for *you!* A 36" double bowl sink, made of Republic Enduro Stainless Steel —the care-free sparkling surface that speaks quality and value to prospective owners. It comes with finished end caps for standard installation. And, here's an extra feature you will appreciate. By simply removing the end caps, then bringing flanking counters flush, and finally capping the crevice with a stainless steel joining filler you've created a custom installation from stock units—with remarkable savings. Roomy undersink cabinet meets FHA requirements; heavy chrome plated brass fixtures; de luxe rinse spray; Republic's famous quality throughout! It's a wise move to find out all the reasons why Republic Steel Kitchens are the builder's best buy. Use the coupon *now!*

BUILDERS! SEE REPUBLIC STEEL KITCHENS IN BOOTHS 224 AND 228, CONRAD HILTON MEZZANINE, DURING THE NAHB CONVENTION

REPUBLIC STEEL Kitchens

REPUBLIC STEEL KITCHENS—BUILDER SALES
1022 Belden Avenue, Canton 5, Ohio

Please send me more information on Republic Steel Kitchens and the name of my nearest builder sales headquarters.

Name_____

Firm_____

Address_____

City_____ State_____

AMERICAN BUILDER NORTHERN AREA NEWS

Money-making FHA Hampered By Low Budget

Members of a mortgage finance panel at the second annual convention of the New York State Home Builders Association convention in New York City agreed that funds will be plentiful at low rates through the foreseeable future and that the only slowdown faced by industry may be inability of the Federal Housing Administration to process an increasing number of loan applications.

Frederick W. Jackson, assistant vice president of the Dime Savings Bank of Brooklyn, criticized Congress for permitting only a $1,350,000 budget increase instead of the $4,000,000 asked to employ the personnel needed to "keep pace with the increased business pouring into the FHA offices." He said application fees collected by FHA in October alone were over $600,000 greater than the additional authorization granted for a year's full operation.

Approximately 1,000 persons were registered at the convention. Charles M. Jaeger of the Long Island Home Builders Institute was elected president to succeed Frank P. Tufaro, who was presented with a gold plaque in appreciation of his three-year service in that post.



'Spike Clubbers' Lead Wichita Builders

New officers of Wichita Association of Home Builders, all Spike Club members, are (from left, front) Frank Malone, secretary-treasurer; Frank Kessler, president; (rear) Bill Binter, director; W. L. Stauffer, first vice president; David Jones, second vice president; Erle Jennings, third vice president; M. K. Gentry and Mark Wood, directors

Agency to Seek Flexible Arrangement

Although the Federal Housing Administration is working overtime and increasing its personnel to the extent its funds will permit to reduce the big backlog of commitments for housing, the agency will seek a flexible budget arrangement as the best means to eliminate the problem and permit the agency to operate efficiently under all conditions.

So declared Charles A. "Del" Bowser, FHA director of underwriting, at the Home Builders Association of Illinois convention in Peoria Dec. 3-4. Bowser, an engineer and former home builder of Lansing, Mich., praised the builders for their past achievements and reminded them that "we still have need in America for more owner-occupied homes. We're going to do it as a team—you as the builders and we as the FHA."

The new association, headed by Cecil Madaus of Decatur, reported that registration at its first annual convention exceeded 300.



Long Islander is New York's Choice

Charles M. Jaeger, builder-banker of Rockville Centre, Long Island, is installed by former NAHB president Emanuel M. Spiegel as president of New York State HBA. Retiring three-term president Frank P. Tufaro and Leo P. Byrnes, second vice president, are at right; Frank Graham, convention banquet chairman, in rear



Lead Empire State's Newest Chapter

First officers of the Home Builders Association of the Mohawk Valley, headquartered in Utica, N. Y., include (from left) John A. Ueltschi, treasurer; Gerald Pryor, first vice president; A. H. Pearsall, secretary; V. Lansing Pfluke, second vice president, and C. H. Love, president. Group had 20 members when organized



Northern Winners Acapulco-bound

Wally Ellstrom of Minneapolis-Honeywell, Detroit (left), leads northern contingent of Acapulco Derby winners from Chicago to join others at Dallas. They include Bruce Blietz, Wilmette, Ill.; John R. Worthman, Fort Wayne; Irving Rose, Detroit; Fred De Blase, Rochester, N.Y.; Fred Garling, Dearborn, Mich. The stewardesses, both of Dallas, are Angie Martin and Suzanne Newton



'Bildor Best Citizen' in St. Louis

John M. Bogdanor (second from left) receiving "Bildor Best Citizen" award, known as the Schuermann trophy, from Luman F. Matthews, county supervisor, at installation banquet held by HBA of Greater St. Louis. Retiring president Ben Goldberg (left) and his successor, Richard C. Higginbotham, are participating in a ceremony witnessed by nearly 1,000 persons

Roamin' the North—

New England Council, comprising an even dozen HBA chapters in that territory, has elected **Anthony Viola**, Providence, to succeed **Arthur Oleson**, Hartford, as president. **Milton Thompson**, Worcester, Mass., was named vice president; **Robert Gamache**, Manchester, N. H., treasurer, and **Albert Bowman**, New Haven, secretary. . . . Wichita, Kans., Research Village was on the Armstrong Circle Theater, a nationally televised show, Dec. 7, with the spotlight turned on the **Walt Stauffer** house. . . . Believed to be a first, **Val Zimmerman**, Milwaukee, has obtained an insurance company to underwrite his home buyer warranty up to a maximum of $2,000 a home. The policy asserts the builder has agreed to repair any structural defect in the home (equipment, workmanship and materials) within a year after the sale, and that if the builder fails to do this, the insurance company will underwrite the cost itself. . . .



Takes Reins in Ohio

Melvin E. Kimmey of Dayton, addressing Ohio HBA convention at Toledo after his election as president succeeding A. W. Stanbery





Rauch **Keen**

T. A. Rauch, newly elected president of the HBA of Metropolitan Pittsburgh, is pushing plans for construction of the association's own headquarters. After two years as head of the Long Island Home Builders Institute, **Walter G. Stackler** has been succeeded by **Emil M. Keen.**



Indiana Changeover

Gale C. Corley, retiring Indiana HBA president, congratulates his successor, Ralph P. Shirmeyer of Fort Wayne, as Joseph W. Van Briggle, executive vice president, beams approval

Canada Keeps Pace—

In step with the rising home building tempo in the United States, construction contract awards in Canada totaled $214,271,300 in November, a 35 per cent gain over Nov. '53. Eleven-month total was running ahead by nearly $70,000,000. . . . HBA of Westchester, N. Y., new slate includes **Charles F. Haring, Jr.**, president; **Stanley J. Slote**, first vice president; **Thomas Leone**, second vice president; **Mac Welson**, treasurer; **James E. Cook**, secretary. . . .





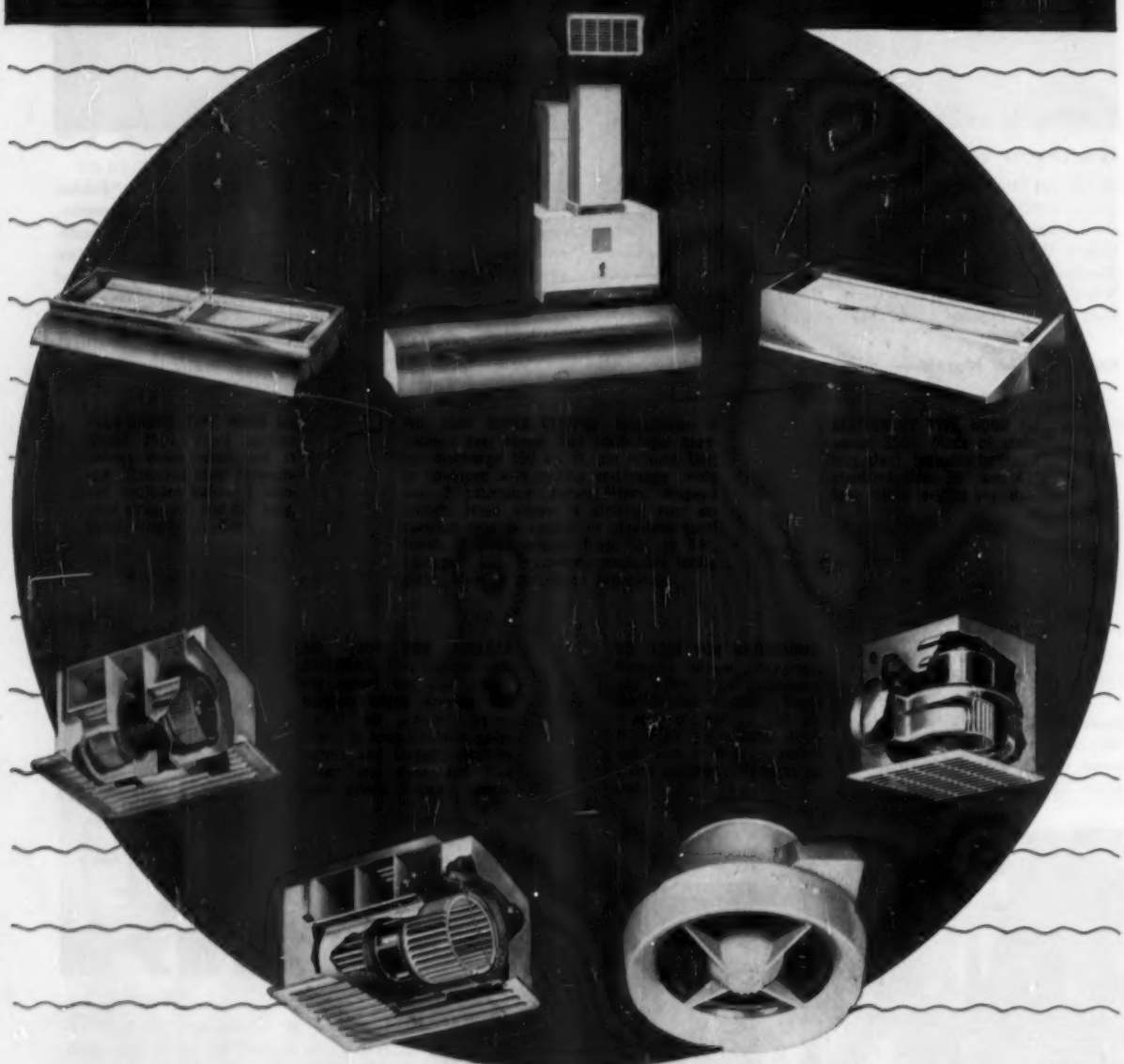
Haring **Kimball**

Clarence M. Kimball of Detroit recently succeeded **W. C. A. Costello**, Gloucester City, N. J., at the helm of the Northern Sash & Door Jobbers Assn. . . .

Peter J. Negrelli's DiCarlo Mason & Building Co. will erect Cleveland's 1955 Home of Safety. . . . **Bill Binter** will ride free to the NAHB annual convention: he netted 20 new members for Wichita Assn. of Home Builders. . . . **Blodgett & Krajacic** sold out 76-home section in two days at Omaha. . . .

TRADE-WIND

THE QUALITY KITCHEN VENTILATOR LINE FOR 1955



NO. 1501 FOR SMALL KITCHENS. Twin centrifugal blowers for ceiling installation. Recommended for kitchens of less than 1000 cu. ft.; also laundries, dens and other small rooms. Develop 300 cu. ft. per minute.

REVOLUTIONARY AF-7 AXIAL-FLOW VENTILATOR. Full 300 CFM for E-A-S-Y installation in wall or ceiling. High style grille adds new modern distinctiveness. New rock bottom price.

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIFORNIA

Garlinghouse HOME PLAN BOOKS.... turn prospects into Jobs!



Over 1,250 Home Plans To Show Your Prospects In These 18 Beautiful Plan Books

Let them help you earn thousands of dollars — from an $8.00 investment

A COMPLETE PLAN SERVICE for BUILDERS

Garlinghouse Plan Books show all styles and sizes of homes—1 to 4 bedrooms. Pictures, floor plans with square feet and cubic feet dimensions describe each design to make it easy for your prospect to decide.

Complete working plans, specifications, lumber and mill lists available for each design. **The moderate price of these plan sets is a fine investment since both you and your customer know in advance what is being offered, thus avoiding misunderstandings.**

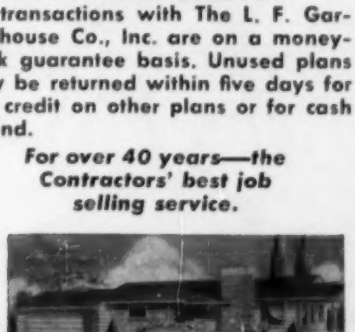
Fast Service

Complete plan sets will be sent by return mail (24-hour service) and POSTPAID to avoid delays.

Plan Guaranteed

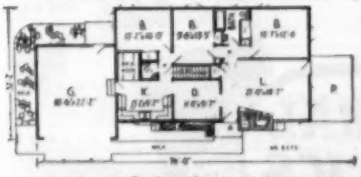
All transactions with The L. F. Garlinghouse Co., Inc. are on a money-back guarantee basis. Unused plans may be returned within five days for full credit on other plans or for cash refund.

For over 40 years—the Contractors' best job selling service.



Here is No. 6375, one of our most popular 3-bedroom Ranch Designs. Shown in full color in our New Ranch and Suburban book and several others.

First plan set $20.00
Additional sets, ea. 5.00



ALL BOOKS POSTPAID IN U.S. & CANADA

DESCRIPTION AND ORDER FORM

SAVE $2.50 BY ORDERING COMPLETE SET OF 18 BOOKS OR ORDER BOOKS INDIVIDUALLY AT PRICES SHOWN

CHECK BOOKS WANTED AND MAIL TODAY

1. ☐ **RANCH AND SUBURBAN**—125 very popular ranch-type designs—both conventional and contemporary. Suitable for town and country. Many in color ..... 50¢
2. ☐ **PLANS FOR NEW HOMES**—100 beautiful modern designs in wide variety of styles and sizes. 32 in full color ..... 50¢
3. ☐ **HOMES IN BRICK**—114 designs of medium and large homes. Includes color section of ranch styles in brick, stone and frame ..... 50¢
4. ☐ **SUCCESSFUL FIREPLACES**—200 pictures, outdoor (patio) and indoor types including correct construction details. Reliable, authentic, information $1.00
5. ☐ **ALL-AMERICAN HOMES** 3rd edition—featuring 120 different designs in varied types of construction. 64 in full color ..... 50¢
6. ☐ **SUNSHINE HOMES**—58 appealing designs, pleasantly styled. 2 and 3 bedroom sizes. Many without basements ..... 50¢
7. ☐ **AMERICA'S BEST**—2nd edition. Over 120 outstanding designs. All styles 2 and 3 bedroom. 64 in full color ..... 50¢
8. ☐ **COLONIAL HOMES**—A very fine selection—perhaps our finest. All types, Cape Cod, Southern, New England. 1½ and 2 stories—2 to 4 bedrooms ..... 50¢
9. ☐ **DELUXE SMALL HOMES**—Our 5th edition and largest selection of finest, modern designs. All time-tested for popularity. 1 to 3 bedrooms. 64 in full color $1.00
10. ☐ **NEW SMALL HOMES**—Over 80 new plans, 32 in full color. Many sizes, 650 to 1175 sq. ft. floor space, 1, 2 and 3 bedrooms ..... 50¢
11. ☐ **100 NEW HOMES**—A wide variety of styles—ranch, colonial and modern—makes selecting easy. 2 to 4 bedrooms. Many in color ..... 50¢
12. ☐ **NEW BRICK HOMES**—64 designs in brick exteriors, every one a genuine beauty. Wide range of styles and sizes ..... 50¢
13. ☐ **SMALL SOUTHERN HOMES**—55 very pleasing designs for small families. All one story. Mostly 2 bedroom—a few 3 bedroom. Suitable for all areas ..... 50¢
14. ☐ **DUPLEX DESIGNS**—41 varied designs of 1 and 2 story duplexes and small apartments in brick, stone and wood ..... 50¢
15. ☐ **KAMP KABINS AND WEE HOMES**—Over 60 designs suitable for year around and summer use—in town or country ..... 50¢
16. ☐ **NEW AMERICAN HOMES**—98 of our most popular larger homes. A beautiful selection—tested for popularity $1.00
17. ☐ **BLUE RIBBON HOMES**—One of our most popular books—2nd edition. 107 designs. 32 in full color 50¢
18. ☐ **YOUR NEW HOME PLANS**—A 2nd edition of 119 designs (many in color) widely varied in style and materials—2 and 3 bedroom 50¢
19. ☐ **COMPLETE SET** of above books in one order for only $8.00—a **$2.50 SAVINGS.**
20. ☐ **Plan set No.**..... shown on left.

THE L. F. GARLINGHOUSE CO., INC.

Dept. AM-6, GARLINGHOUSE BLDG., TOPIKA, KANSAS

Enclosed is $..... cash, check or money order for books checked above.

Name ..... ☐ **Contractor** ☐ **Dealer**

Address .....

City ..... **State** .....

$50,000 FIRE LEAVES BOLTA-WALL VIRTUALLY UNMARKED

Tough, Flexible Vinyl Wall Covering Remains Intact Throughout Holocaust

A devastating fire that gutted ceiling and fixtures in a Canadian restaurant offers a dramatic illustration of the fire-retardant qualities of Bolta-Wall.

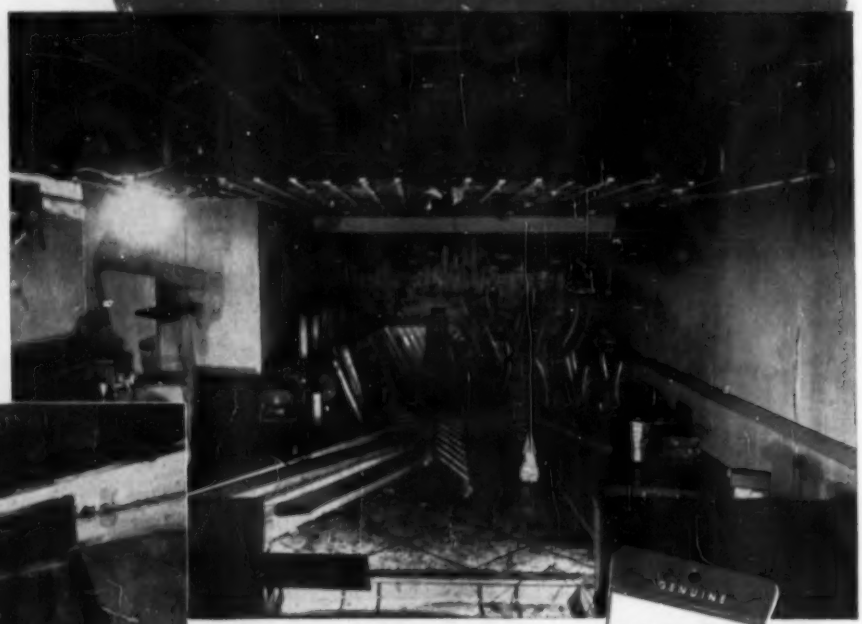
Flames which swept from basement to roof, according to one newspaper report, failed to penetrate the Bolta-Wall. Dirt, soot and grime from water and smoke were wiped off the textured vinyl with a damp cloth.

Bolta-Wall conforms to the requirements of Paragraph E-2b of Federal Specification CCC-W-408-A-118a; it is a fire-retardant material. A permanent installation, Bolta-Wall is available in a wide range of colors and in four decorative patterns: Textured Duchess, Leather-grain, Mahogany and Georama. It is easily applied to old or new walls, needs no finishing of any kind. Ideal for restaurants, hotels, schools, theaters, offices, any institution. Write for free samples and complete information, Box 568.

TOPS RESTAURANT IN TORONTO AFTER BLAZE. With loss estimated at between $50,000 and $100,000, the owner was favorably impressed by the way Bolta-Wall had resisted smoke, flames and water. He intends using more Bolta-Wall in the restoration.

WALLS REMAINED UNTOUCHED BY FLAMES. Firemen intentionally ripped back this portion of Bolta-Wall to see if fire had crept behind or penetrated the material. It had not. Intensity of the blaze is shown here by condition of ceiling beams.







Bolta-Wall

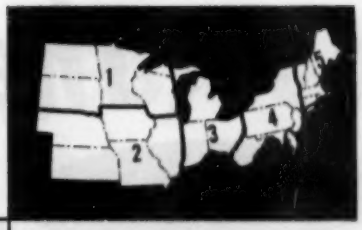
BOLTA PRODUCTS, Lawrence, Mass.

A Division of The General Tire & Rubber Company

GENERAL PLASTICS

THE GENERAL TIRE & RUBBER COMPANY

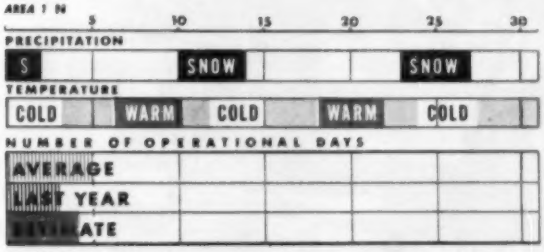
AMERICAN BUILDER



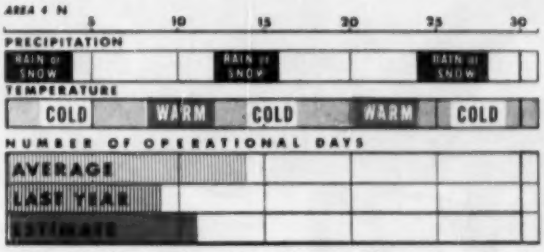
Weather for January

An exclusive American Builder service prepared by Irving P. Krick, Ph.D., and Staff

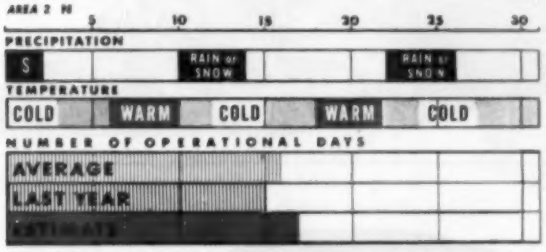
NORTH: **Only Area 2 should expect more than the average number of good working days this January. The remaining portion of the north will experience generally unfavorable weather.**



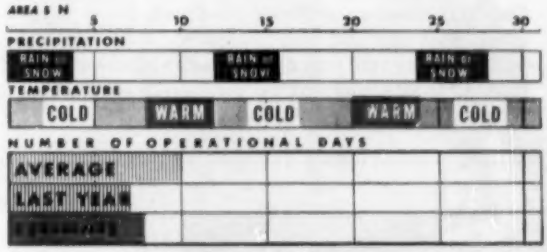
In North Dakota, January temperatures are expected to average colder than the normal. To the south and east, temperatures will average somewhat warmer than normal. The number of operational days, however, will be slightly less than the average, due primarily to excessive precipitation amounts. The most favorable periods for carrying on extended outdoor operations are expected to center around January 8 and 20. At these times, roofers will find conditions satisfactory for application work. Building materials will require cold weather protection measures during most of the month.



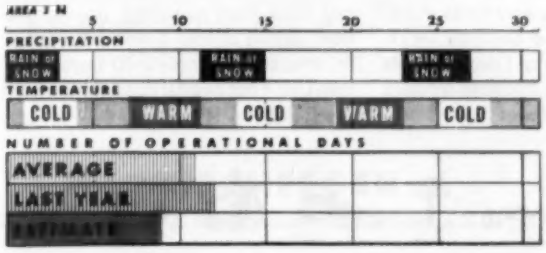
Contractors here in Area 4 should expect the number of workable days to be less than the average with precipitation the principal restricting factor. January totals will be well above normal except in the northern Michigan area. Temperatures for the month will average warmer than is usual although time will be lost during each of the three short cold spells. The most favorable intervals for roofing and outdoor painting are anticipated around January 10 and 22. Concrete and masonry work, however, seem certain to suffer more than the usual delay.



January Temperatures in Area 2 will average warmer than normal. Three short cold spells are in prospect, however, and restrictive temperatures should be anticipated at these times. Precipitation amounts during the month will show considerable variance with the Illinois, Iowa and northeastern Nebraska region recording above normal totals. Elsewhere in Area 2, less than normal precipitation may be expected. Painters and plumbers working out-of-doors should look for frequent but temporary interruptions. Nevertheless, the number of operational days this January will be slightly higher than the average.



Temperatures during Junary, 1955, are expected to average warmer than normal. Rainfall and snowfall totals for the month will be recorded at above the seasonal level. Thus, the number of operational days will be less than the average. The clearing of snow both from the ground and from concrete forms will be necessary during and after the January storm periods. Chemical applications in trench bottoms for thawing ice and snow also should be needed. Wet weather protective measures including proper storage facilities for building materials will be a necessity this month.



Favorable working weather is in prospect for Area 3 during January, 1955. While temperatures are expected to average well above the normal, monthly precipitation totals are expected to be excessive and should account for much of the lost working time. Difficulties in the movement of materials and heavy equipment are likely, and delays in excavation and trenching work due to wet soils will occur. Wet weather protection will be required for materials, particularly in Iowa and Illinois.

They're Prefabbing

streets & sewers



Cost-cutters for projects. The P & H Miti-Mite, a 7-ton truck crane that can dig pipe trenches as a trench hoe, do backfilling as a dragline, dig basements—*do anything*. The P & H Single Pass Soil Stabilizer leaves a completely pulverized, mixed and spread road base after a *single pass*. As a P & H Home builder, you or your subcontractors can buy or lease Harnischfeger equipment, call on P & H construction know-how, and really save money.

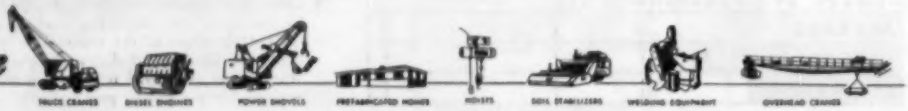




financing

Faster commitments, lessinvestment when you build P & H Homes. Harnischfeger's Builders Acceptance Company makes sure you get construction loans and final mortgages; the Finance Service Dept. helps with processing. Commitments come through faster because lenders know the Harnischfeger name, and because evaluation and processing are standardized with P & H Homes. **No investment,** construction does not start until the loan is opened. You pay subs from mortgage draws, get final payout almost before bills come in. House is complete 30 days after loan OK. Your capital does more when you build P & H Homes.

the P&H Line



Streets & Mortgages, Too

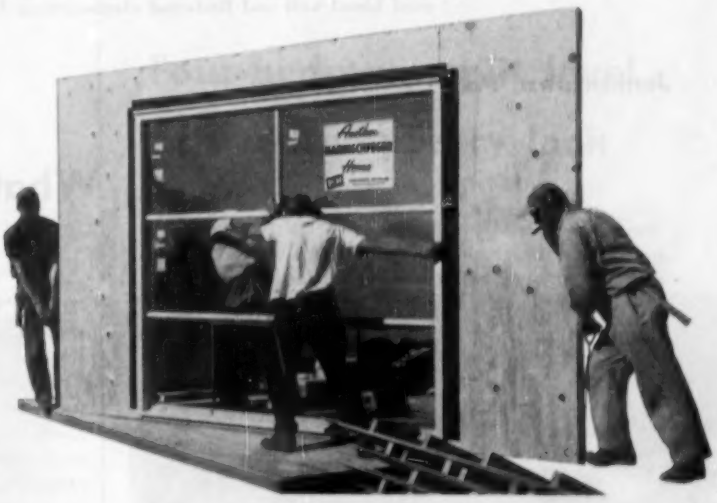
Now P & H Offers a Complete Building Program

...streets & sewers...house...financing

There's more to building than putting up a house. That's why builders turn to P & H Homes and Harnischfeger to cut *all* their costs—from site development to financing. They get a really complete building program—the *equipment* and *know-how* for efficient project development, the *house* for fast profitable building, the *financing company* for construction loans and mortgages . . . The P & H Home itself solves a lot of building problems. Overhead and site time are cut, and P & H Homes *do sell.*

Street-building, sewer-laying, practically any "mud pushing" job is less costly working with P & H. Harnischfeger has been in construction for 70 years, so you have plenty of know-how to call on—and cost-cutting equipment like the P & H Miti-Mite and Soil Stabilizer.... And P & H has its Financing Service Department and subsidiary Builders Acceptance Company to help you with loans, mortgages and processing . . . Enjoy prefab savings *all around.* Build P & H Homes.

the P & H home



More house for the money—that's the reason most P & H builders sell more homes more profitably. P & H Homes—in the $6,000 to $20,000 range—offer careful construction and brand-name quality materials usually found only in higher priced homes. More space and better design, too. There's more profit in P & H Homes. A good crew can have a house up and enclosed in 6 hours; no waste of time or materials. Less ordering and inventory, less overhead. Finally, each step of work is complete on schedule, subs or buyers never have to wait. And you know all your costs with P & H Homes.

SEE P & H AT THE NAHB SHOW

Visit the P & H model home and booth 13 at the NAHB Show, Hilton Hotel, Chicago. Ask about the Builders Open House. Or write or phone Harnischfeger Corporation for P & H Profit Plan today.

HARNISCHFEGER
P & H HOMES

HARNISCHFEGER

51 Spring St., Port Washington, Wis. Phone 611

70 years in construction • 20 years in prefabrication



"Crosswicks Provincial" is set in wooded lot with at least 100-ft. frontage. Hip and gable roof blend well and Redwood clapboarding helps establish horizontal lines of house

Jenkintown, Pa.

What makes this split-level

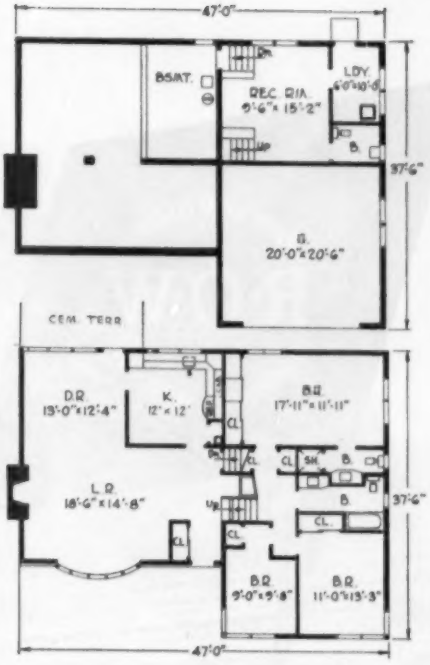


Kitchen is luxury-lined with built in range, oven, dishwasher; has recessed lighting. Sliding slash windows between counter and upper cabinets give pleasant counter working area, view of wooded lot

The "Crosswicks Provincial" shown here is one of the luxury-lined models selling for $27,500 at Crosswicks Farms in Jenkintown, a suburb of Philadelphia. Crosswicks Farms consists of 120 houses built by the Carl Metz Corporation and designed by James E. Fox. Each house is built on a wooded lot not less than 100 feet wide and 15,000 in square feet; is near schools, churches, stores, transportation. Rooms are large; master bedroom is 12x17 feet. Philippine mahogany trim is used throughout house. Each house has gas-fired incinerator. Living room and dining room have large window walls. Living room has roman brick fireplace, one wall paneled in oak or mahogany. House has oak flooring throughout. Bathrooms are of ceramic tile, have colored plumbing fixtures with heat entering beneath tub. Heat is low-velocity, hot air is gas fired, all set for year-round air conditioning that can be installed at any time. Kitchen has built in range, oven, and wide glass area over work counter for view, light.

BRAND NAME PRODUCTS USED

Alwintite windows
Ceramic tile
Crane plumbing fixtures
G-E dishwasher
L & H built in oven, range
Lightolier lighting fixtures
Mueller heating system
Rockwool insulation
Royal kitchen cabinets
Ruberoid roofing
Schlage hardware
Vanity Fair vanitories
Vinyl plastic floor tile



luxurious



Recessed area of stairwell is used to advantage for mahogany telephone desk. Copper flower box is recessed in floor at head of stairs



Low-pitched roof lines modern window treatment; straightforward use of materials give split level a contemporary look. Roof surfacing is of marble chips

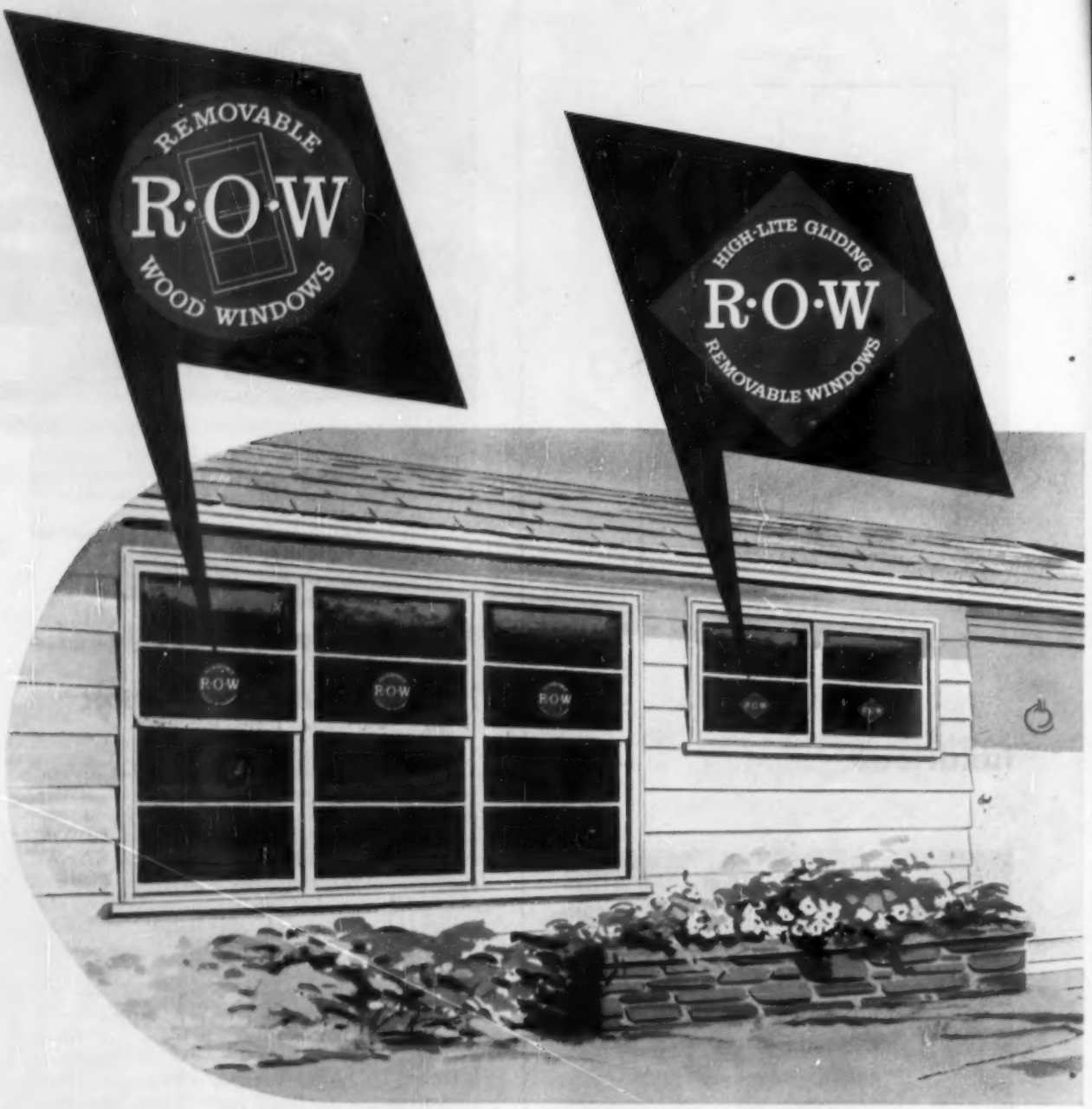
Arlington Heights, Ill.

Four-bedroom split level has contemporary look

Kimball Hill & Associates are selling the "Riviera" on a 66-foot lot for $27,700. Contemporary in styling, the Riviera has low-pitched roofs with marble chip surfacing; uses modern window treatment and brick, stone and redwood as materials for exterior wall surfaces. House contains four bedrooms, a bath and a half. Kitchen has birch custom cabinets with Formica tops, has G-E dishwasher, Waste-King garbage disposer, Mix-Master shelf. Bath has Crane colored fixtures, ceramic tile, built-in sun lamp.

Twindow insulating glass is used in living and dining room. Interior walls and ceiling are of ½-inch Gypsum Sheetrock. Heating is Triad hot-water heat with Minneapolis-Honeywell controls and baseboard radiation. The two-car garage is equipped with Overhead doors, has Peg-Board panel on wall for storage.





DOUBLE-HUNG

R·O·W window styles cover the full architectural span from Cape Cod to Contemporary.

GLIDING

R·O·W HIGH-LITE windows are also available in many sizes and residential designs.

See these three R·O·W windows at the NAHB show, booth 101, lower exhibition hall, Conrad Hilton Hotel—or booth 528 in the Sherman Hotel.

SIGNS OF A QUALITY HOME!



AWNING

For a view *plus* full ventilation, no finer awning unit is made than the R·O·W SURE-LOK window.

Each of the three R·O·W window types is outstanding in its own field. Each is available in a variety of sizes and harmonizing styles. Two of the three R·O·W window types are entirely removable for cleaning or painting, from inside the house.

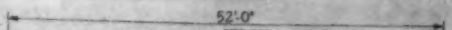
With any of the three types it is practical to achieve high-wall bathroom installations. Each type is also available in large sizes for the popular picture-window groupings which insure a view *plus* fresh air or full weather protection.

R·O·W window stickers on new homes are true evidence of quality construction and sensible consideration for the people who will occupy the home in years to come.

See your local lumber dealer or write

R·O·W SALES CO. 1344-66 ACADEMY AVENUE · FERNDALE 20, MICHIGAN

R·O·W is the registered trade mark of the R.O.W. Sales Co.



TREND HOUSES - 1955

Ft. Wayne, Ind.



An open plan needs

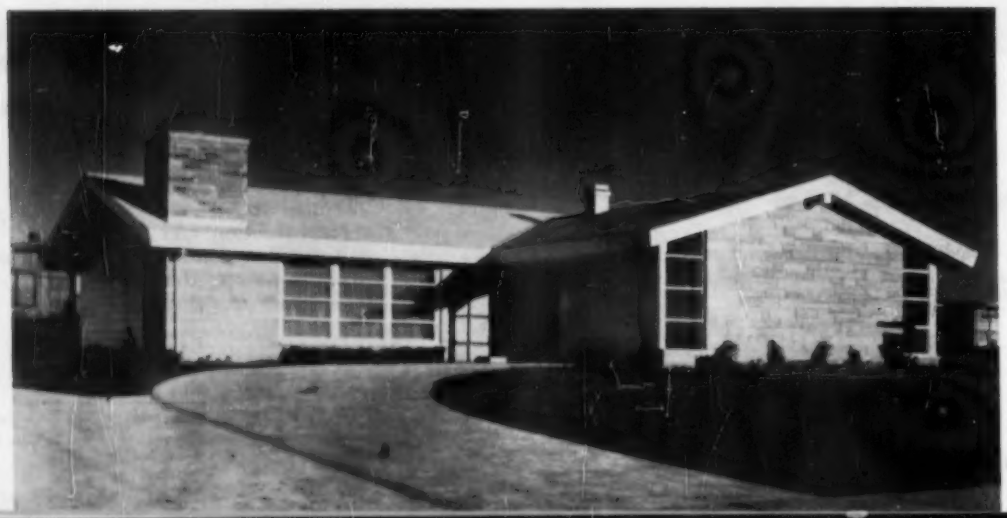


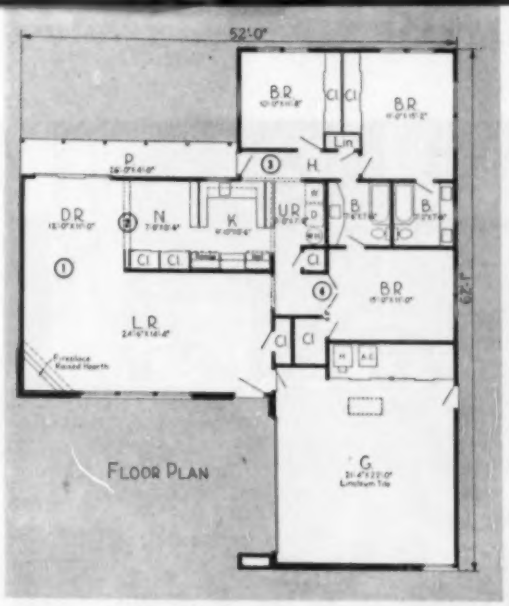
1. Combination shelf-desk-divider (Dunbar) gives definition, but does not shut off formal dining area



2. Modernfold door, to screen kitchen, is stored in wall pocket in left wall, can also be anchored on right wall

. . . this house in Fort

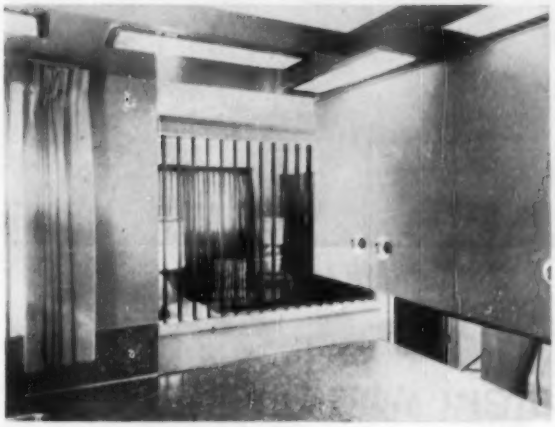




BRAND NAME PRODUCTS USED

Briggs bathroom fixtures
Congoleum-Nairn linoleum, rubber, and Vinylbest tile flooring
Curtis awning-type windows, doors
Honeywell Moduflow controls
Modernfold doors
Mueller furnace
Panelyte cabinet surfaces
Reynolds aluminum for fireplace facing
Sargent hardware
U. S. Gypsum Sheetrock
Westinghouse kitchen appliances
Yale and Towne hardware
York air conditioning unit

good control points . . .



3. Kitchen is left open, gives view through open shutter into child's bedroom. Shutter can be closed for privacy



4. Opening double doors of the den-bedroom gives view of living room, fireplace across hall

Wayne has them

In his latest Trend House, John Worthman of Fort Wayne, Indiana, has used open planning throughout to gain spaciousness. But he has also been careful to provide ways of controlling openness so that maximum livability will result.

The corner fireplace can be seen from the dining area and den-bedroom as well as from the living room. These three rooms flow together as a single zone, if desired; or the den-bedroom can be shut off simply by closing its double doors.

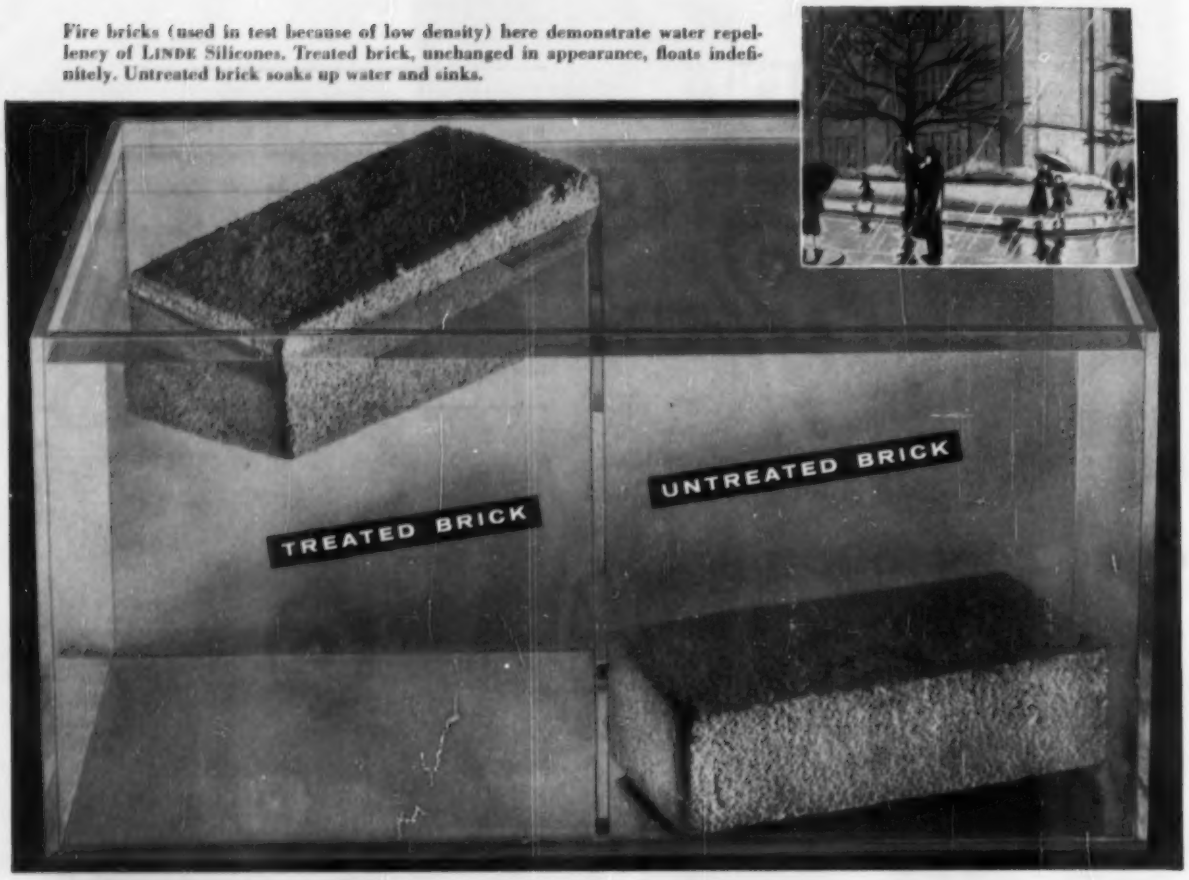
Kitchen and dinette can be screened for an occasion, or more or less permanently, by a folding door stored in a wall pocket. By making it possible to anchor this door on the outer wall of its 11-foot opening, permanent screening is possible.

The clever arrangement by which the childrens' bedroom is integrated with the kitchen is achieved by a jalousie set into the bedroom wall, with wooden louvers in vertical position, 2 feet 5⅜ inches from the floor. From the kitchen the mother may also watch children playing in the yard or on the patio across the back of the house. A sliding window wall connects this patio to the dining area.

The oversized garage, a hallmark of Worthman one-floor houses, has floor of Congoleum-Nairn's Vinylbest Gold Seal tile; resistant to acids, greases, dirt and chemicals and inlaid with a shuffle board court. Furnace and cooling unit are hidden behind sliding doors of the capacious storage closet in the garage.

The house has 2,236 square feet, including garage containing 580 square feet, and sells for $42,000. This price includes carpeting, drapes and full complement of kitchen appliances. The price also includes lot of 70 by 128 feet, valued at $5,000.

Fire bricks (used in test because of low density) here demonstrate water repellency of LINDE Silicones. Treated brick, unchanged in appearance, floats indefinitely. Untreated brick soaks up water and sinks.



How buildings can keep their heads above water

You can keep water out of your above-grade brick and masonry walls just as it's kept out of that floating brick, above.

Above-grade masonry water repellents made with LINDE Silicones do the job. Tests already indicate they last ten years and up.

Damage to interiors from seepage is eliminated. Repair and maintenance costs really drop.

Fully protect new buildings. Fix up old buildings. These silicone-based water repellents prevent even 100-mile-an-hour wind-driven rain from penetrating brick and concrete. They do not change surface appearance. Yet they *do* keep building surfaces clean, since water simply rolls down the sides, carrying dirt with it. Streaking and efflorescence are stopped. They are easily applied by spray or brush.

These silicone masonry water repellents end spalling and cracking caused by freezing moisture. They even prevent seepage where exhaust fans reduce indoor air pressure. They let no outdoor water in, yet the pores of the masonry can still "breathe."

For full details on above-grade masonry water repellents made with LINDE Silicones, and a list of representative suppliers, write Dept. E-1.

Linde AIR PRODUCTS COMPANY | A DIVISION OF UNION CARBIDE AND CARBON CORPORATION

General Offices: 30 East 42nd Street, New York 17, N. Y.
In Canada: Dominion Oxygen Company, Division of Union Carbide Canada Limited

The term "Linde" is a registered trade-mark of Union Carbide and Carbon Corporation.

announcing 6 new factory weather stripped windows!



Standard Aluminum Casements

ALUMINUM DOUBLE HUNG

Steel Double Hung

ALUMINUM RANCH

Aluminum Rainshield

Aluminum Integral Fin Frame Casements

★ See them at the NAHB CONVENTION BOOTHS 330-334 or mail this coupon

J. S. THORN COMPANY
8501 Hegerman St., Philadelphia 36, Pa.

Please send me full details about THORN's new factory weather stripped windows and complete new THORN catalogs for 1955.

Name_____

Address_____

City_____ Zone____ State____



"Early American," a farmhouse style, sold well, shows public's reaction to traditional design

Greenlawn, L.I., N.Y.

What happened when this house went on sale

55 "Early American" houses like this one were put on sale.

All of them were sold during the first sale weekend.

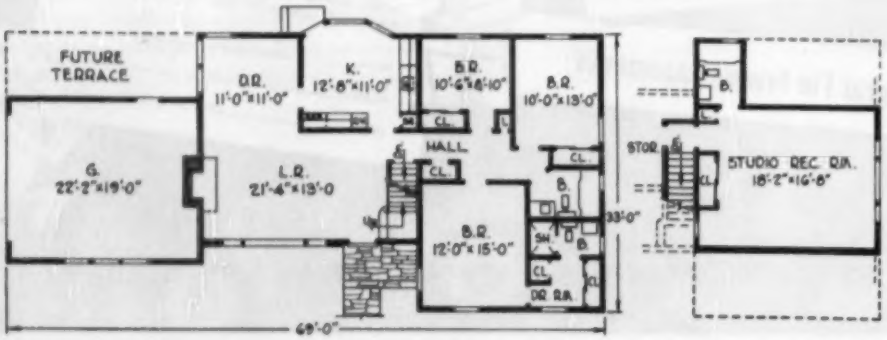
Now, 256 other people want to know when they can buy

Builders Wade and Wichard of Long Island, New York, built 74 houses at Greenlawn, Long Island. Fifty-five of them were of the Early-American type shown on this page and selling for $20,990. Nine were ranch houses; ten were split levels. The first weekend that the houses went on sale, every house was sold. Of the three models, the visiting and buying public seemed to like the Early American model best in preference to the split levels.

Wade and Wichard now have a list of 256 more people who want to be notified if the builders can get additional land to build more Early American type houses because they are ready to buy them.

Herman H. York, the architect who designed this house, analyzes its popularity in this way: "It seems that the buyer is not buying split level just for split level sake. He buys it because it offers a lot of house for the money.

"Now along comes an 'Early American' type and it offers all the living space offered by a split level so the buyer takes the more conventional type. This house was preferred over the split level in the same development, 5½ to 1, although both were on one-acre plots. This house is being copied by several builders."



Basic price for house was $20,990 on one-acre plot. For finished room and bath on second floor, cost was $2,000 additional

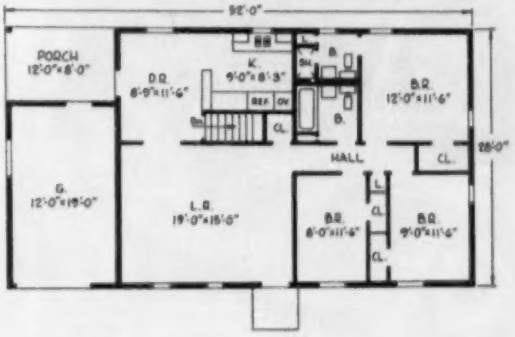
Kansas City, Kans.

Buyers preferred this French Provincial

Western Hills, a James H. Stanton Construction Company subdivision in Kansas City, provided an opportunity for potential home buyers to select a house of their choice—from modern, one-floor ranch style, a Cape Cod or the French provincial shown here. Stanton architects established definite floor plans and permitted home buyers to select their choice of styles. The French provincial priced at $16,685 proved to be the buyer's choice. It has three bedrooms, two full baths, a full concrete basement, all oak flooring, an all-electric kitchen, and a choice of a one- or two-car garage. As the result of their experience, the Stanton Construction Company feels that there may be a trend toward a desire for more traditional house design.



French provincial has high pitched hip roof, brick front, shutters on windows—proved popular with buyers



BRAND NAME PRODUCTS USED

American Standard fixtures	G-E garbage disposal
Armstrong asphalt tile	Mengel kitchen cabinets
Bilt-Well windows, doors	Minneapolis-Honeywell controls
Bryant furnace	Mosaic tile
Certigrade shingles	Overhead garage door
Fasco exhaust fan	Schlage hardware
Fiberglas insulation	Thermador range
Formica counter tops	U. S. Gypsum wallboard

Columbus, Ohio





To gain feeling of width—Use horizontal lines

Romas Homes Incorporated, of Columbus, Ohio, asked architect William Krimer to design an inexpensive house to fit on a 50x110-foot lot. The result was a compact rectangle in plan—a house economical to build, selling for $14,050. With the use of a horizontal band of color, the extension of the lower part of the house as a garden wall on one side and the integration of the carport roof line with the overhang over the front door, Krimer achieved horizontal lines to make the house seem wider than it is in reality. For its $14,050 price, Romas Homes Incorporated, includes the following products:

Alsco aluminum windows, Armstrong furnace, Formica counter tops, Heatilator hot-water heater, Kohler plumbing fixtures, Kwikset hardware, Masonite exterior siding, Minneapolis-Honeywell controls, Spacemaster folding doors, U. S. Gypsum lath, Youngstown kitchen cabinets.



Flooring of unusual beauty and distinction

DELFAIR Oakblok offers an extra measure of beauty and distinction to every type of building. This popular flooring has been used in small and large homes, commercial buildings, housing projects, schools and institutions. Available unfinished or prefinished. DELFAIR Oakblok is especially adaptable to economical installation over concrete. Let DELFAIR supply you with *all* types of hardwood flooring.

P.S. See our Catalog in Sweet's.

Visit our booth no. 314
Conrad Hilton Hotel—
1955 N.A.H.B. Convention

DELFAIR®
Hardwood Flooring

- STANDARD STRIP
- PREFINISHED
- OAKBLOK
- PLANK
- MULTI-WOOD BLOK

D. L. FAIR LUMBER COMPANY
LOUISVILLE, MISSISSIPPI
Member NOFMA



EVERY FOURTH BATHTUB FREE!

• How many ways are there left today to cut costs and yet increase quality? Here's one: you can buy four INGERSOLL acid-resisting porcelain on steel bathtubs for less than the cost of three ordinary acid-resisting tubs. And, you're buying the newest concept in plumbing . . . better quality for you . . . better quality for your customers. There are so many advantages, besides price, to INGERSOLL bathtubs that we can't list them all. Write for the complete picture on the complete line.

Ingersoll

- LOWER INITIAL COST due to modern materials and manufacturing.
- LOWER INSTALLED COST . . . light weight easier handling, less freight.
- HIGH TILING-IN FLANGE assures positive, permanent, waterproof seal between tub and wall.
- PORCELAIN ON STEEL is more resistant to shock, abrasion and temperature change.
- FULL SEAT TUB has apron brought in to straight sides and bottom . . . special, expensive cutting of floor and wall tile eliminated.
- UNDER TUB FRAMEWORK requires no special hanging or wood frame . . . tub rests on floor for perfect drainage.



INGERSOLL PRODUCTS DIVISION
Borg-Warner Corporation
310 S. MICHIGAN AVE., CHICAGO 4



MALT-A-VENTS in dramatic groupings help close every deal!

Sell the homes you build . . . quicker . . . easier . . . install **MALT-A-VENT** Wood Window Units in eye-catching arrangements; they're modern, flexible, and add that distinctive custom touch. **MALT-A-VENTS** combine easily into stacks . . . groups . . . or entire window walls to create greater sales appeal and, yet, give a warm personality to even the most modest home. You'll also save money on installation with **MALT-A-VENTS**. They are self-aligning and fit any type of wall construction.

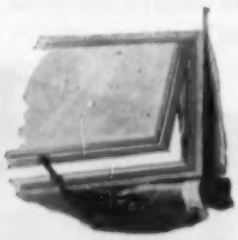
See your dealer, today, or write for complete information.



Carton-Packed! Fresh, clean MALT-A-VENT units are packed 2 to carton, complete with hardware!



Full 90° Opening for easier cleaning, painting! Metal weatherstripping contacts sash at all points.



Hardware . . . locking pulls and easy-operating hinges are ready-installed. Handy bar opener is optional.

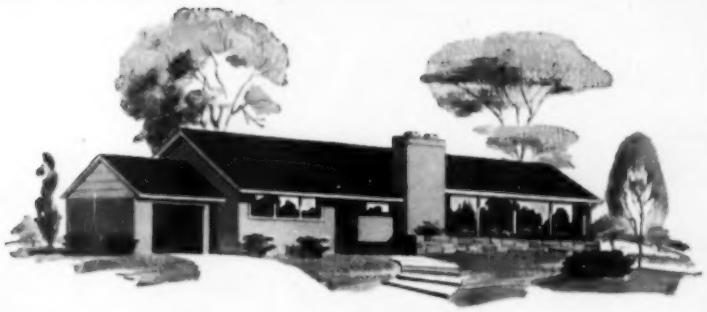
Supreme Quality Since 1901

THE Malta MFG. CO.

Sales Office: Athens, Ohio

Member Ponderosa Pine Woodwork Assn., and W.W.M.A.

Makers of the MALT-A-MATIC • MALT-A-GLIDE • MALT-A-VENT Wood Window Units



5 IMPORTANT REASONS

for building with

Famous quality

A DIVISION OF THE MURRAY CORPORATION OF AMERICA

plumbing fixtures throughout!

1 Your choice of all 3 materials!

Now you can choose from a complete line of *cast-iron* bathtubs, lavatories, laundry trays, sink tops . . . *steel* baths, lavatories, laundry trays, cabinet sinks, wall and base cabinets . . . *china* lavatories and toilets . . . in many styles, price ranges; plus brass fittings of advanced design made by Eljer.

2 Matching of styles and colors!

Here's *real* flexibility for you! Now you can accurately match a *steel* bathtub, for example, with *cast-iron* lavatory and a *china* toilet . . . in any one of several attractive decorator shades or white . . . and be confident of complete blending in style and color. Meet all customer preferences and cost demands.

3 →

The Eljer Plumbing Guide— *add extra sales punch by saying, "Eljer quality plumbing fixtures throughout!"*



Eljer's Chateau Gray harmonizes with almost any color scheme—is ideal for remodeling.

How to build in bathroom sales appeal

Now, turn home plumbing fixtures into effective sales features. You can, if you can point to "Eljer quality plumbing fixtures throughout the house."

Here's why: Eljer fixtures are well known, nationally advertised. And now, Eljer alone offers *color-matched* fixtures in all three materials—enameled cast-iron, porcelain-enameled formed steel and vitreous china. You can intermix a cast-iron lavatory, a formed steel bathtub, and a vitreous china toilet, for example—in any one of five Eljer colors or white—and the color match is commercially perfect.

All brass fittings—faucets, showerheads, flushing mechanisms, as examples – are made in Eljer's own plants to highest precision standards. Eljer design insures long life and smooth operation. *Every* Eljer fixture must pass a complete inspection for working efficiency and fine finish.

Talk over Eljer fixtures with your plumbing contractor. You'll both save planning time and delivery headaches by ordering from a *single source*. You'll welcome plumbing that clicks at once with prospective buyers.

For more facts write to Eljer Co., Three Gateway Center, Pittsburgh 22, Pa.



Prospects *spot these marks of quality. Eljer vitreous china has the luster of fine table china, but is specially toughened for wear.*



Here's a bathtub *with loads of customer appeal. Note the wide end-seat and convenient, lowered side-seat of this Eljer Legation bath.*



Eljer faucets *bring lasting satisfaction . . . cut down repair calls. "Swivel-Disc" eliminates dripping. Working parts easily renewable.*

ELJER

A DIVISION OF THE MURRAY CORPORATION OF AMERICA

ELJER—the only name you need to know in plumbing fixtures



Cast iron, formed steel, vitreous china, brass . . . for home, commercial, industrial and institutional use.

3 Famous-name merchandising helps you!

A house is only as good as it *sells*. Eljer's national advertising and promotion stand behind you and help you sell. Why split your sales story and sales effectiveness between more than one name in plumbing . . . when Eljer can give you, in style, color, materials, and price range, *all* you need to meet every preference?

4 You deal with just one source!

You know the advantages of a single source of supply, in terms of *service* and *confidence*. The quality and variety of Eljer's line make Eljer the choice of architects, builders and plumbing contractors everywhere. Eljer quality is assured. Every fixture, every fitting is subjected to exhaustive *working* tests before it is approved for shipment.

5 →

5 New! Complete line of Eljer steel cabinets for both steel and cast-iron sinks!

Finest quality *steel cabinet sinks* are now part of the famous Eljer line!

Here's one of the big payoffs in "all-Eljer" flexibility and one-source advantages. Eljer cabinet sinks assure you of the same appeal in design and durability that builders have expected and received for years in Eljer cast-iron and china fixtures and brass fittings.

The new Eljer 54" De Luxe Cabinet Sink (illustrated below), for example, is of *heavier* die-formed and welded steel. It features stronger, more rigidly anchored hinges and integral base, *pre-assembled at factory*. All the plumber has to do is set the combination in place and connect the supply and waste fittings, which incidentally, are produced in Eljer's own factory.

Eljer wall and base cabinets, too, have many features that make them fine companions for Eljer steel sink and cabinet combinations.

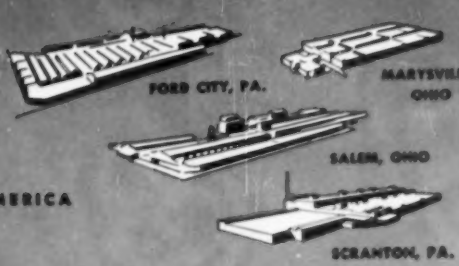




The only name you need to know in plumbing fixtures

ELJER

A DIVISION OF THE MURRAY CORPORATION OF AMERICA



'55 Can Be Greatest Home Production Year

All signs indicate continued expansion of home building this year to the degree where activity should eclipse all previous annual records in dollar volume and possibly set a new standard for starts.

The Departments of Commerce and Labor have forecast new construction will reach an all-time high of $39½ billion in 1955, 7 per cent above the record-breaking $37 billion anticipated as the 1954 total. Private expenditures are estimated at $27.4 billion, of which $15 billion is allocated to new residential work, a 13 per cent increase over 1954.

Up to 1,500,000 Starts

Conservatively, in comparison with other estimates, the joint Commerce-Labor report predicts housing starts this year will approximate 1,300,000, or 100,000 units above last year's estimated total. However, the 103,000 starts estimated for November, shattering all records for the month, sent the seasonally adjusted annual rate zooming to 1,385,000 starts. With an upward revision of August starts to 114,300, the 11-month total for 1954 was 1,122,800, all private work except 17,800.

Last month, *American Builder* predicted 1,400,000 starts for the new year, with a possibility of 1,500,000. FHA Commissioner Norman P. Mason thinks the latter figure will be close.

Strong Influences Present

Easier credit terms provided by the 1954 housing act, ready availability of mortgage money and continued strong demand for new homes are behind the general feeling that this year will set new records. Other important influences are widely distributed liquid assets in the hands of consumers; millions of veterans still eligible for VA-guaranteed loans; continually rising birthrate; larger middle-income families; recent strong trend toward home ownership reflecting consumer preferences.

FHA-VA Business Booming

By the end of 1954, there were many other indicators assuring that a big housing year is in the making:

In each of the first three months after the housing was put into operation, applications for FHA-insured loans set new highs for those particular months. In October, VA reported 82,497 appraisal requests and 57,849 home loan applications, both figures being more than double those registered for the same month in 1953. Current figures would be even higher, it is reported, but for the heavy backlog which has influenced numerous buyers to arrange non insured mortgages.

Plants on Overtime Basis

Fir plywood mills in the Pacific Northwest have been producing at capacity, mostly on a six-day week basis, to keep up with orders which are said to far exceed the backlog created by last summer's 12-week strike.

Many composition sheathing manufacturers have moved into round-the-clock operation, seven days a week, to reduce, if not eliminate, allocation programs necessary for the first time since 1950.

The Prefabricated Home Manufacturers Institute predicted 1954 shipments by members would reach 75,000 units, a one-third increase in a year. Some members believe the total will jump 85,000 up to 100,000 this year.

Dr. Ralph Watkins, Dun & Bradstreet chief economist, forecast "a rather favorable climate for the building industry" for years at the NAHB fall directors' meeting. Simple geometric progression indicates, he said, a steady population growth: to 176,000,000 by 1960 and "far in excess of 200,000,000 by 1975."

. . . But Builders Will Face New Crop of Knotty Problems

By John M. Dickerman, Executive Director, National Assn. of Home Builders*

While the outlook for home building in 1955 has been liberally spiced with optimism in terms of both sales potential and availability of mortgage credit, there are a number of knotty problems which will confront the typical builder.

Merchandising: No. 1 on Many Lists

More and more builders are coming to realize that merchandising in its broadest sense must be number one on their list of things with which they must concern themselves in the coming months. The National Association of Home Builders has recognized this for some time. We expected the era of merchandising to begin in 1950-51 but the Korean emergency delayed that period until now. The association's role must include scouting the nation for the very best merchandising methods and the dissemination of those methods through our local, regional and national meetings, convention program, clinics, panels and discussion groups.



Dickerman

Many people think of merchandising as merely point of sale devices and gadgets. This is completely unrealistic since true merchandising begins with broad analysis of the market, correct selection and engineering of land, saleable design, good construction methods, equipment and refinements, aggressive selling and post-sales service. Actually, improved merchandising affects every phase of home building and a good merchandiser will sharpen up his entire operation to meet what we recognize will be keener competition in the months ahead.

Community Facilities

Shortage of schools to accommodate our growing suburban populations, lack of sewers, difficulty of obtaining water and other community facilities are pressing problems in many com-

(*Continued on page* 38)

* This special article is a digest of a timely talk presented by Mr. Dickerman at several recent state home builders conventions. "Dickerman's Column," a regular feature in *American Builder*, will be resumed next month.

Builders to Face New Problems

(*Continued from page 37*)

munities today. We predict they will become increasingly important in most parts of the United States within the next several years. The NAHB role in attacking this problem must be primarily that of marshalling and coordinating the efforts of local government and private industry. In some communities, this appears to be a problem created by the builder. This, of course, is not true. It is a by-product of the simple fact that our population is growing by leaps and bounds.

Our new 15-man committee has already met and begun to identify the areas of responsibility and to contact those various segments of our community life which have an interest in this problem. These include such groups as the planning officials and municipal law officials. In the January convention, we expect to have exploratory clinics and discussion groups on this subject. In the following months, there will be a series of clinics throughout the nation designed to highlight the problem and begin the long, hard job of developing financing tools to meet population pressure needs.

The *American Builder's* recent phrase, "Building Beyond the Mains," is perhaps the most descriptive phrase we have yet seen. Scarcity of available land on the periphery of our cities is and will continue to be an increasingly difficult problem.

Housing for Minority Groups

Political and social pressures for improving our housing supply available to minorities have been building up steadily for the last few months and show every indication of continuing. We all know that the scarcity of sites and the lack of mortgage money are the two major hindrances to the realization of a well balanced housing supply. Scarcity of building sites can be solved only through education of the community and scarcity of mortgage money will require similar education of lenders. Above and beyond this is the fact that we must have increased public understanding of the problem and need for its solution. NAHB President Hughes has already suggested that builders and lenders devote at least 10 per cent of their effort to minority housing in the year ahead.

Labor

The increased number of calls which the NAHB labor department had received from open shop areas for advice and counsel on labor matters within recent months is an indication that organized labor intends to expand its sphere of influence in the residential construction field. Areas already organized certainly show few signs of either softer demands or any lessening of labor pressure for higher wages.

Sharpening Up Financing Tools

Although the Housing Act of 1954 was the most extensive rewriting of housing legislation in 20 years, a number of modifications to the act appear essential.

Among them is the liberalizing of the conventional loan pattern which has already been proposed to the Home Loan Bank Board. Plans to permit federal savings and loan associations to make loans at 90 per cent of value and to increase their amortization terms to 30 years are now under consideration. Continued good supply of mortgage money which appears in the offing will tend to force conventional loans into a more liberal pattern.

There are a number of inequalities in the FHA provisions of the law, several of which were over-cautious results of the recent investigation. Limitations on the use of the new sections 220 and 221 for slum rehabilitation and urban renewal should be carefully reviewed by the Congress and the administrative agencies if these programs are to meet the need for which they were designed. The FHA appraisal and warranty requirement may also require some modification. The log-jam in the processing of FHA and VA applications will require both administrative streamlining and more adequate budgets.

Rehabilitation, Urban Renewal

There is a great need for general understanding in communities throughout the nation of the requirements of the HHFA urban renewal program and the methods by which an attack on urban blight may be launched. This is a great new program in which builders will have the very important task of actually undertaking to rehabilitate housing. No amount of talk or plans will accomplish this job. The unspectacular, unromantic business of tearing out and replacing rotten sills, modernizing kitchens and bathrooms, fixing roofs and painting up older structures must be carried on by those in the industry who are best qualified to do the job.

Building Public Acceptance

While the FHA investigation was going on, many in the industry feared that the great strides which had been made in the last few years in building public acceptance of FHA would be destroyed. In general, this has not proved true. The American public understands that only a small percentage of the industry and, in fact, of the FHA was involved in any of the criticism. The public realizes that only Title I and the defunct rental housing program were under attack.

Public relations, like charity, begins at home. The best public relations for an individual or for an industry is a job well done—in our case, the building of an honest product.

The NAHB public relations program in the coming months will be designed to point out to the prospective consumer that today's home is a good value; that the model which is being offered by local builders is better designed, better equipped, and more attractive than anything so far made available. We will undertake to show more of the public how the typical family of modest means can afford to buy a home. With no sign of declining costs, many of those who had decided to "wait and see" are now coming into the market. The individual builder and the local association should do everything possible in their public relations endeavors to point out to the customer that a member of the association is reliable, is reputable, and can be dealt with in confidence.

Legislative Outlook

Democratic control of the 84th Congress, as we see it, is not likely to alter drastically the legislative housing picture. It is expected there will be a 1955 housing bill, but of less impact on the economy than the 1954 version.

Public housing will again be urged by members of both parties. There will be a drive for increased direct construction of military housing. There is some indication that the so-called middle-income housing bill which contemplated extensive direct lending by the Government will again be proposed. It is predicted that there will be some changes within the FHA statute. Proposals to amend the Taft-Hartley law and to alter certain phases of the internal revenue code will undoubtedly be made. Both are subject to considerable political pressures.

General complexion of the Congress tends to the middle of the road philosophy. The narrow margin of Democratic control, plus the political split between the Administration and the Congress make unlikely any major legislative changes in housing in 1955.

Day, Johnson Named to High FHA Positions

The revamped Federal Housing Administration has added two assistant commissioners to its headquarters staff and created the post of director of examination and audit in an effort to improve efficiency of its operations during the present period of peak activity.

New assistant commissioner for operations is Henry M. Day, 50, who came to Washington from Salt Lake City where he had been serving FHA as Utah state director. Heads of the home mortgage, multi-family housing, home modernization and repair, and property management divisions will report to Day directly, while the 75 field offices of the agency will report through the five regional directors.



Day: operations boss

Assistant commissioner for programs is Thomas F. Johnson, 34, who transferred from the Chamber of Commerce of the United States where he edited the monthly newsletter, "Economic Intelligence," and engaged in economic research. His new job calls for supervision of FHA research, statistical and program divisions.



Mattoon

Named director of examination and audit was Charles S. Mattoon, 55, to supervise the division bearing that name and to see that field operations maintain conformance with prescribed policies and standards. He was formerly on the staff of the Federal Civil Defense Administration.

After announcing the changes in the FHA line-up, Commissioner Norman P. Mason said: "Under our new organizational set-up, we are fixing responsibility all the way along the line.... The new organization establishes a checks-and-balance system to safeguard FHA programs against possible abuses."



Johnson: program chief

Home Builder Contest Offers Vacation Trips

Vacation trips to Europe, Bermuda, Mexico or Hawaii await the winners of a nationwide contest for home builders just announced by the Carr, Adams & Collier Company. Awards will be based on photographs of interesting installations of the company's Bilt-Well window or cabinet units in remodeled or new construction. Entry blanks will be distributed at its display booths (575-576, Sherman Hotel) during the National Association of Home Builders convention in Chicago January 16-20.

Grand prize of the competition will be a 26-day trip to Europe for the winning builder and his wife (or two other people). Other awards, spread among Eastern, Midwestern and Western regions, will include 10-day trips to Bermuda for two couples, eight-day trips to Mexico for two couples and a 10-day trip to Hawaii for one couple.

The contest will extend from January through October 31 and winners will be announced at the NAHB convention and exposition in January, 1956. Edward G. Gavin, editor of *American Builder*, will serve on the panel of judges.

City Building Wages Up 10c an Hour in '54

Wage scales of union building trades workers in cities of 100,000 population or more advanced an average of 10 cents an hour during the year ending July 1, 1954, reports the Bureau of Labor Statistics.

The survey covered about 82 per cent of 1,050,000 workers. Average hourly scale for journeymen last July was $2.99; bricklayers topped the list at $3.39.

Registration Up 25 Per Cent for NAHB Sessions

As late as mid-December, advance registration for the 11th annual convention of the National Association of Home Builders was still 25 per cent ahead of the comparable time last year, according to Paul S. Van Auken, director of the big builder show to be held Jan. 16-20 in the Conrad Hilton and Sherman Hotels, Chicago.

Open meetings will begin Monday, January 17, but NAHB officers and standing committee members will convene as early as January 12. Exhibition halls, with over 350 exhibitors, will be open daily, starting Sunday, January 16. The tentative program appears on page 276.

Two days before the convention committee was to meet in Dayton, Ohio, December 1-2, members were shocked to learn of the death of Henry F. Fett, their chairman for the past two years. Fett, Detroit area builder who had recovered from a heart attack last summer, collapsed and died while leaving a meeting of the Builders Association of Metropolitan Detroit. A former NAHB regional vice president, director and member of its executive and legislative committees, "he was extremely conscientious about his responsibilities as convention chairman, as he had been with every job he had ever undertaken for the association," Van Auken said.

The convention director said committee members were grateful they could call on Joseph B. Haverstick to take over as chairman and carry the show to a successful conclusion. Dayton builder Haverstick, who filled in for Fett, is a former chairman.

Savings & Loan League Elects Edgerton

J. Howard Edgerton, president of the California Federal Savings & Loan Association, Los Angeles, was elected president of the United States Savings & Loan League at its recent annual meeting. He succeeded Ralph R. Crosby of Providence, R.I.



Edgerton

Elected vice president was Walter H. Dreier, president of the Union Federal Savings & Loan League and former president of the Savings & Loan League of Indiana.

Industry Weighs Plan to Improve Building Records

A five-point plan to obtain "badly needed statistics on construction activity" has been submitted to the industry by the Business and Defense Service Administration (Dept. of Commerce) with a request for suggestions which might improve or modify the program. The plan would:

1. Improve new construction activity estimates by getting more information from primary sources, instead of secondary as has been necessary heretofore.
2. Collect information on "fix-up" expenditures by direct field surveys in various construction fields (residential, commercial, industrial, farm, etc.).
3. Conduct semi-annual surveys of vacancies in metropolitan areas as a check on the housing market.
4. Conduct material-use surveys to measure the volume of all kinds of materials used in construction, because current information is "relatively vague."
5. Completely revise the building materials production index to include items not now used, such as window glass, asphalt tile, aluminum products, etc.

Walter W. Schneider, chief of construction statistics of BDSA's building materials and construction division, presented the proposed program at a meeting attended by 34 representatives of building material and construction companies and trade associations.

Schneider estimated that about 35 per cent of present new construction figures "are unfortunately of uncertain value." He added that while major residential improvement activities total about $1 billion a year, as estimated from "old system" data, a pilot survey by the Census Bureau indicates the annual figure should be at least $3 billion.

Three Win Awards For Modular Work

Special awards for "persons who have contributed most to modular measure as a means of benefiting the national economy" were presented recently by the American Standards Association to Harold D. Hauf, head of department of architecture, Troy, N. Y.; C. E. Silling, architect of Charleston, W. Va., and C. W. Kraft, president of Kraftile Company, Niles, Calif.



Design for Expanded Research in Clay Products

Sketch of national research center being built on a 16-acre Fox River site near Geneva, Ill., to house executive offices and laboratories of the Structural Clay Products Research Foundation. Mid-year completion is scheduled for the two-unit, cavity wall structure, planned by Howard T. Fisher & Associates of Chicago.

DEALER'S VIEWPOINT

By H. R. Northup, Executive Vice Pres., National Retail Lumber Dealers Assn.

'What Are You Planning to Build?' Theme Combines Better Service, Extra Sales

"What are you planning to build?"

That key question, which will be heard more and more in retail lumber yards as dealer salesmen try to give their customers better service and at the same time make extra sales, is the title of a new sound slide film just produced by NRLDA.



Northup

The new color film is designed primarily for sales training purposes and will be used both in individual yards and at district meetings held by NRLDA's federated associations.

"What are you planning to build?" is recommended as the important opening question to ask the customer who comes in and inquires about the price of 2 x 4's or plywood or some other material. The answer gives the salesman the information he needs to make sure the customer buys the right amount of the right materials for the job and also gives the salesman the facts he needs to be sure he sells all of the materials needed to complete the finished job.

Help Sell Right Material

Until he knows just what the customer plans to do with the material, the salesman can't be sure that he is selling the customer the right size or grade of material, or the right quantity, or that the material requested actually is suitable for the purpose the customer has in mind.

The film also points out that the salesman who finds out exactly the sort of work the customer is considering may convert mere curiosity into a highly profitable sale.

Aside from offering to help the customer plan his project, the salesman who knows what the customer is planning to build can quote attractive monthly payments which may make a large job seem much more feasible to the customer.

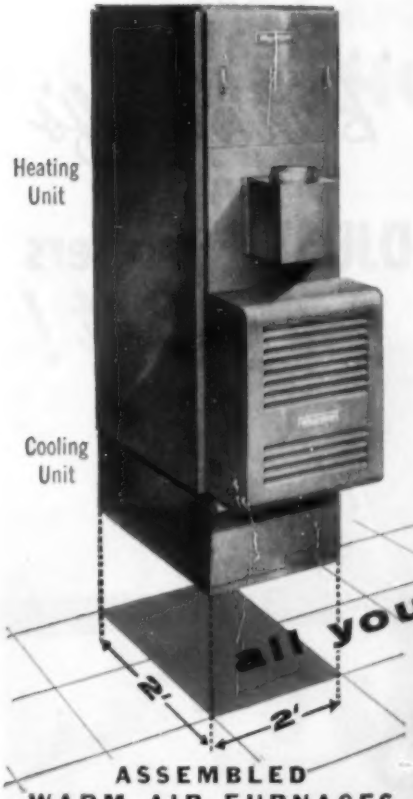
Buyer Will Do More Building

The new film also recognizes the fact that, as soon as the public learns that a lumber yard will handle or arrange all of the details connected with a building problem, large or small, home owners and other customers will do more building. The inconvenience of having to work out details with a carpenter, mason, painter, banker, and contractor, as well as a lumber yard, has discouraged many a home improvement job in the past.

Dealers who are looking for more business will find that a lot of it will come in when their salesmen start asking "What are you planning to build?" and then handle their sales skillfully from that point on.

'53 HHFA Report Ready

Annual report for 1953 of the Housing and Home Finance Agency, a 424-page book (Government Printing Office, $1.25) is now on record. It lists all activities of HHFA, Federal Housing Administration, Public Housing Administration and Home Loan Bank Board.



ASSEMBLED WARM AIR FURNACES

- Units occupying less than 2 feet square
- Hi-Boy, Lo-Boy, Counter-Flow and Horizontal Units
- Pre-wired and pre-assembled . . . 10-minute installation
- 20 gas models, 12 oil models . . . 60,000 to 145,000 BTU

WILLIAMSON Yearound AIR CONDITIONING fits even the smallest basementless house. Simply install ASSEMBLED Counter-Flow Furnace plus exclusive Counter-Flow AIRefrigeration into the perimeter heating system. Use only 2 FEET SQUARE of floor space. No need to install all the cooling portion at once . . . just coil enclosure and conduit line . . . then complete system anytime. For basement homes, install WILLIAMSON Lo-Boy or Hi-Boy with duct-type cooling. Famous WILLIAMSON symbol on all units gives extra merchandising value. Get the edge on competition with compact WILLIAMSON heating and cooling units.

all you need for new profits!

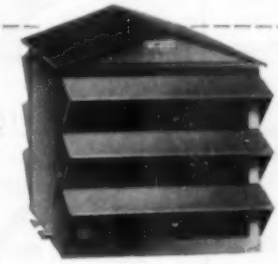
WILLIAMSON

YEAROUND AIR CONDITIONING

LESS COST . . . LESS SPACE

WATERLESS COOLING

featuring Exclusive Counter-Flow AIRefrigeration



Outside Compressor Unit

- No additional floor space required
- Eliminates the use of water, water tower and pump
- Costly water and sewer connections avoided
- Easily installed . . . (90% factory pre-wired)
- Condensing unit outdoors . . . saves space, eliminates indoor compressor sound
- Installation of coil enclosure makes possible completion of system any time in future
- Operating costs equal to other systems

plus

a complete line of 2, 3 and 5 ton WATERLESS and WATER-COOLED Units . . . and DUCT, PIPE & FITTINGS for ANY System.

THE WILLIAMSON HEATER CO., 3575 MADISON ROAD, CINCINNATI 9, OHIO

gentlemen: Rush me details on the complete WILLIAMSON line of heating and cooling units.

name.....title.....

firm.....

address.....

city.....zone.....state.....

California Builders ...feature Bath'n a half's with ADJUSTO showers in Both!



Located in the lovely Fritz Burns Homesite Area Los Angeles, Calif.

"Sell features like ADJUSTO showers . . . and you sell the home"

More and more, progressive builders like Fritz Burns of California are featuring bath and a halfs . . . each equipped with beautiful ADJUSTO Queen Mary Shower units. From the 120 acres of ADJUSTO homes in Gary to 10,000 homes in Panorama City in California, ADJUSTOS are the answer to builders *everywhere* whether they plan to build 5 or 500 homes.
The ADJUSTO combines a shower and tub filler . . . adjusts to any height . . . mixes hot and cold water for full stream flow or fine needle spray.

Saves up to $17.50 per house

ADJUSTO costs less than a tub filler and separate shower and cuts installation time 43% because the single ADJUSTO unit does the work of both, and it's so quickly and easily installed after plastering, tiling or painting.

ADJUSTOS are IDEAL FOR:

- Sitting or Standing Shower
- Tub Filling
- Shampooing
- Children's Shower

Ask your progressive MASTER PLUMBER about the Complete line of MILWAUKEE Faucets.



"I love the privacy and convenience of an ADJUSTO in the half-bath next to the master bedroom."

Quality MILWAUKEE Sump or Utility Pumps

. . . guard against basement flooding. With a capacity of 3600 gallons per hour, these powerful pumps offer smooth flow . . . quite operation.



SUBMERSIBLE
Entire unit installs below floor for quiet operation.

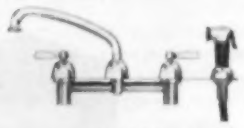
MILWAUKEE
Faucets, Inc.
MILWAUKEE 12, WIS.

There's a Milwaukee Faucets fixture for every job.

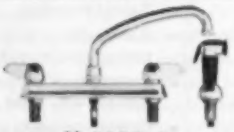
Now, Milwaukee Faucets also offers the ultimate in styling and design — a COMPLETE line of modern over-rim tub fillers and deck faucets for the kitchen and bathroom.



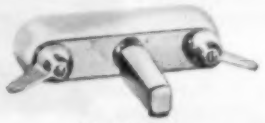
K-4009



K-4160



K-4172-A



K-2058-B

☐ Complete line of Milwaukee Faucets fixtures ☐ ADJUSTO Shower units ☐ Milwaukee Sump Pumps

Name .....
Type of Business .....
Address .....
City ..... State .....

I plan to build approximately ..... homes this year.



MILWAUKEE FAUCETS, INC. formerly Milwaukee Flush Valve Co.
Dept. A 333 E. Reservoir Avenue Milwaukee 12, Wisconsin

The Quickest... Easiest Way to turn a **HOUSE** into a **HOME**



* Inspiration-Lighting by MOE Light





*A room grouping of different types of fixtures which can be turned on and off to create a wide variety of lighting effects—room moods.

No wonder builders everywhere are turning to *Inspiration-Lighting* by Moe Light as a means of improving their profit picture. *Inspiration-Lighting* assures every builder of *real* turnover—quicker easier sales; lower sales costs. What's more, although *Inspiration-Lighting* is quite reasonable in cost, it adds so much glamor and value to your house that you can justify a higher price ...make a bigger profit.

Adds so much to the appearance . . . so little to the cost

Inspiration-Lighting is sales magic to you for the simple reason that it's decorative magic to your prospects. And THAT'S easy to demonstrate. All you have to do is flick a few switches—presto! Prospects *see* that your house looks bigger, more beautiful, more useful, more livable *and*...more for the money. Yes it actually looks like a lot more for the money, yet your investment is but a few extra dollars.

See your MOE LIGHT distributor about Inspiration-Lighting TODAY!

MOE Light

(DIVISION OF THOMAS INDUSTRIES INC.)
Fort Atkinson, Wisconsin

Plants at Fort Atkinson and Sheboygan, Wisconsin; Princeton, Kentucky and Los Angeles, California.
In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada

FREE! 48-Page Full Color Catalog



DEPT. AB-1

MOE LIGHT, Fort Atkinson, Wisconsin

Gentlemen:

☐ Send copy of 48-page catalog showing Moe Light fixtures in full color.

☐ Have representative call.

NAME_____

COMPANY NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

See the complete line of Moe Light fixtures at the Builders' Show, Jan. 16 through 20

SPACE 445, SHERMAN HOTEL

NEW 2400-HOME DEVELOPMENT TO BE ROOFED 100% WITH WOODTEX SHINGLES





Green Acres Development, Buffalo, New York

"Woodtex Shingles Stay Put"

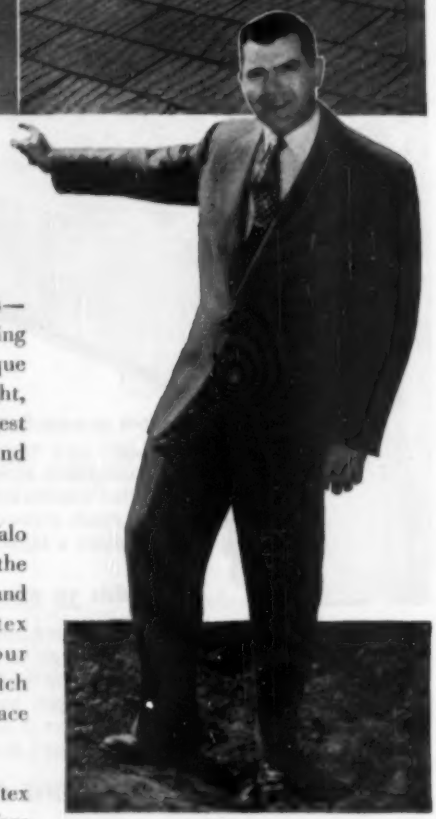
One of the largest home builders in the country, Pearce & Pearce know from experience how much the right roofing can contribute to sound, salable construction. That's why they've used over 14,000 squares of Certain-teed Woodtex Asphalt Shingles in the past three years.

In the giant Green Acres Development more than 2400 new homes are planned—with 600 already completed. Each of these homes will have a Woodtex roof. And this is the third big development in the Buffalo area in which Pearce & Pearce have used Woodtex Shingles *exclusively*.

Certain-teed's Woodtex is considered by many the finest asphalt shingle made. Now available in a brilliant new color range—Certain-teed's beautiful Golden Anniversary Blends—Woodtex is one of the best looking shingles you can use. With its unique raised grain and its extra weight, Woodtex is also one of the strongest and most resistant to wind and weather.

Says Mr. Braun: "Here in the Buffalo area the wind really blows off the lake. On a windy day we can stand outside and watch our Woodtex Shingles stay put. Although our houses are constructed with low-pitch roofs, we have never had to replace a single Woodtex Shingle."

Reasons enough to give Woodtex Shingles a long, hard look before *your* next building job? Write Certain-teed for facts and figures now. We're sure you'll be impressed!



Mr. Peter W. Braun
Vice President
Pearce & Pearce Co., Inc., Builders
Buffalo, New York

Certain-teed
REG. U.S. PAT. OFF.

Quality made Certain...Satisfaction Guaranteed

CERTAIN-TEED PRODUCTS CORPORATION
ARDMORE, PENNSYLVANIA
EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS • FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION

American Kitchens—New Exclusive

Color Styling Service

by *Beatrice West*



BEATRICE WEST of New York City, the nation's foremost home color consultant and interior designer, has color styled over 100,000 homes for 724 builders

Sell Homes Faster with the Newly Styled

"Pioneer" by American Kitchens

American Kitchens offers the greatest combination for selling homes faster... kitchens of natural birch, antique copper, sturdy steel... plus the expert color consultation of Beatrice West. Now for users of American Kitchens, color schemes are created to provide you with changing color preferences... the newest trend ...decorating hints... and to coordinate cabinets with floor covering, wall finishes and countertops... *all without cost!* Choose from a select group of kitchen color schemes to help you sell more houses faster and to solve your color design problems... another exclusive service by American Kitchens.

See the "Pioneer" at the Builders' Show, January 16-20, Chicago, Illinois

American Kitchens

Constructed of Steel for Lasting Appeal!

SELL YOUR HOMES FASTER

AMERICAN KITCHENS DIVISION AVCO **CONNERSVILLE, INDIANA**

American Kitchens Division, Dept. AB-155
AVCO Manufacturing Corp., Connersville, Indiana

☐ I'd like to have "no obligation" quotation on my next kitchens.

☐ Would like literature and complete information.

Name _____
(Please Print)

Address _____

City _____ Zone _____ State _____

M-D MACKLANBURG-DUNCAN CO.

America's Most of QUALITY

M-D WEATHER STRIP



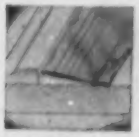
Numetal WEATHERSTRIP SETS FOR DOORS AND WINDOWS



TWIN-CUSHION FULL JAMB WEATHERSTRIP



Nu-WAY WEATHER-STRIP FOR DOORS AND WINDOWS



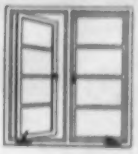
On-GARD Coil Weatherstrip



Nu GARD AUTOMATIC DOOR BOTTOMS



Numetal DOOR BOTTOM STRIPS



METAL CASEMENT WEATHERSTRIP BULK OR PACKAGE SETS



Numetal DRIP CAPS



Nu-ART THRESHOLDS Alacrome or Brass

M-D CALKING and GLAZING



Nu-CALK SPEED LOADS FOR CALKING GUNS



Nu-CALK CALKING COMPOUND KNIFE OR GUN GRADE



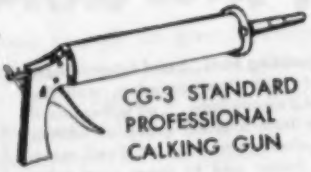
Nu-CALK HAND SQUEEZE TUBE



Nu-Phalt PLASTIC ASPHALT CEMENT



CG-4 SPEED LOADER CALKING GUN



CG-3 STANDARD PROFESSIONAL CALKING GUN



Nu-Glaze GLAZING COMPOUND

MACKLANBURG DUNCAN CO. MANUFACTURERS OF QUALITY BUILDING SPECIALTIES

BUILDERS

For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

DEALERS

Order Today! Your order shipped same day it is received! All M-D products are fast sellers, nationally advertised.

Complete, Best Selling Line BUILDING SPECIALTIES!

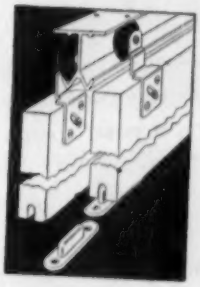
MOULDING AND TRIM



Nu-ART METAL MOULDING AND TRIM

Available in Alacrome Stainless Steel and Brass

Sliding Door HARDWARE



OVERHEAD TYPE FOR ¾", 1", 1⅜" DOORS—SINGLE AND BY-PASSING



FLOOR TYPE NOISELESS SLIDING DOOR EQUIPMENT

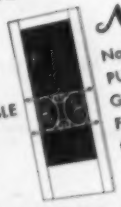
SCREEN DOOR GRILLES



FITS-ALL No. 5 ADJUSTABLE SCREEN DOOR GRILLE



FITS-ALL No. 1 ADJUSTABLE SCREEN DOOR GRILLE



Nu-WAY No. 16 PUSH GRILLE FOR COMBINATION DOORS



Nu-ART GRILLE ORNAMENTS

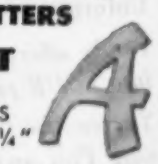


Nu-ART GRILLE MONOGRAM

NUMBERS AND LETTERS



Nu-ART NUMBERS AND LETTERS 3¾", 2¼", 1¼"

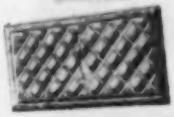


STAINLESS STEEL • BRASS • BRONZE



Nu-LUME REFLECTING NUMBERS AND LETTERS — 3¾", 2¼", 1¼"

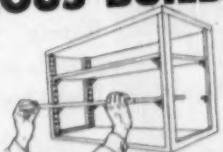
MISCELLANEOUS BUILDING ITEMS



FOUNDATION VENT GRILLE AND ADJUSTABLE SHUTTER



Nu-WAY SHELF BRACKETS



Nu-WAY ADJUSTABLE SHELF SUPPORTS



TWIST-ON SINK FRAME

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

Leaders in the Building Specialty Field for 35 Years!

MACKLANBURG DUNCAN CO. MANUFACTURERS OF QUALITY BUILDING SPECIALTIES

Kennecott's new adequate

and what it means to the Builder!

As a builder, you know few things are more important today to Mr. and Mrs. Homebuyer than the way your houses are electrically powered. He and she, as never before, depend upon a whole houseful of appliances for their convenience and comfort. These "electrical servants," in turn, must be fed plenty of power to operate smoothly at their full, built-in strength.

That's why you build your houses with a sharp eye to the specifications and layouts of their wiring systems. You see to it that the wires, themselves, are *large enough* . . . that circuits are *plentiful* . . . that outlets are just *where they are needed*. Because *you* know that's *quality wiring*. Unfortunately, too many homeowners don't realize it!

That's where Kennecott's national adequate wiring campaign comes into YOUR picture!

You've seen the advertisements of this campaign in The Saturday Evening Post and This Week magazines. It's a hard-hitting drive that's teaching millions of people how to recognize and appreciate adequate wiring as a prime quality feature in the houses you build. It's a campaign that *pre-sells* what *you* are selling . . . fine homes, *fully-powered*, for both today's and tomorrow's electrical living.

FREE! Send for these two powerful sales promotion tools: New, exciting 16-page booklet, "The ABC of Home Wiring" plus handy, king-sized wall chart showing typical home wiring loads and circuits! Available from Kennecott Copper Corporation, 161 East 42nd St., N.Y. 17, N.Y.



Kennecott
COPPER CORPORATION

Fabricating Subsidiaries:
CHASE BRASS & COPPER CO.
KENNECOTT WIRE & CABLE CO.

wiring campaign.....



LATH and plaster and Certified Craftsmanship IN ACTION in Philadelphia!

As in numerous cities across the country, contractors and craftsmen in Philadelphia have subscribed to the Code of Standard Practices for Lathing and Plastering recently adopted by the National Bureau for Lathing and Plastering.

They offer a *Certificate of Certified Craftsmanship* (shown at left) which is a written pledge of adherence to work schedules, job cooperation, work of craftsmanship caliber and nationally recognized standards of quality.

We suggest a thorough reading of the Code which appears on every certificate. Ask your lathing and plastering contractor for a copy or write National Bureau for Lathing and Plastering, 1401 K Street, N. W., Washington 5, D. C.



This is the emblem of the National Bureau for Lathing and Plastering. It symbolizes high standards of job performance and responsibility.

Associated Manufacturers of Lathing and Plastering Materials

520 N. Michigan Avenue, Chicago 11, Illinois

FINISHING LIME ASSOCIATION OF OHIO • GYPSUM ASSOCIATION
METAL LATH MANUFACTURERS ASSOCIATION
PERLITE INSTITUTE • VERMICULITE INSTITUTE

• Mr. Harold Lupowitz, V. P. of Joseph Lupowitz & Sons, Inc., builders of Melrose Park Homes, says: "In all of our projects, which include apartment houses and homes in many price brackets, we have used lath and plaster without exception. It helps in arranging long term financing."

Mr. William Germain, plastering contractor, presents the Certificate of Certified Craftsmanship to Mr. Lupowitz. Also participating are Michael F. Reeves and Elmer G. Mars, business agents for plasterers' and lathers' unions, respectively.







• Mr. Lupowitz presents The Certificate of Certified Craftsmanship to new home buyers. He says: "The new certificate, which we pass on to each home owner, is a powerful sales tool. It helps convince buyers of enduring walls and ceilings—and the overall quality we build into our homes."



Wilshire. Sizes 60 x 25", 72 x 25"

KOHLER *Enameled Iron Sinks*
offer specific selling advantages

A Kohler sink assures the home owner of first quality in the plumbing fixture used more often than any other. The Kohler line includes models to meet every need or special installation problem. Fixtures are one piece, without joints. Available in white and non-fading pastel colors.

Kohler twin-drainboard sinks offer the utility and convenience of continuous sanitary, self-draining work surfaces on each side of the deep roomy basins.

Other Kohler sink features include a full-length ledge with built-in soap dish; Kohler Duostrainers that make the basins water-retaining, collect solid waste and drain freely. The new Rockford fitting has a one-piece body which is easy to clean and clean around. It has a high-arched spout that simplifies filling bottles and vases, and a lever-controlled sprayer for rinsing.

The sparkling, glass-like Kohler enamel is acid-resisting clear through, and is protected from strain by a strong base of non-flexing cast iron.

Kohler chromium-plated brass fittings match the fixtures in style and quality.



Send for a supply of this new, illustrated Kitchen Planning Folder showing a full line of sink, undersink, base and wall cabinets.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS









ADVANCE

THE SCAFFOLD THAT SELLS ITSELF ON SIGHT!

Shown here are but a few of the hundreds of job applications for ADVANCE — the tubular steel scaffold that goes up faster, without tools . . . stands more rigid . . . provides greater safety . . . dismantles far easier—without lost parts.

Whether your next job calls for a simple rolling tower, or hundreds of panels for stationary scaffold, your ADVANCE dealer can conveniently serve your needs on a rental, outright sale or rental option basis.

Savings with ADVANCE will be yours at every hand. Ask the man who's using it!







BEAVER ADVANCE

SEE YOUR DEALER TODAY

Sales and Rental outlets in 67 cities of the United States



Nothing's been changed but the name



BEAVER-ADVANCE CORPORATION - Ellwood City, Pennsylvania

FORMERLY BEAVER ART METAL CORPORATION

Designers and Manufacturers of Tubular Steel Scaffolding and Materials Hoisting Towers

Builders!–
Dealers!–

Go
Prefabricated!
Get
Prospects!

Get Profits
with–

Richmond's Magic Circle Home



Look! It's Richmond's Magic Circle Home, latest of the great Richmond Line which is now making thousands of dollars of additional profits for builder-dealers all over the country! Here's a *complete package*, with open-area planning and circular traffic flow around an island of storage space—features usually found only in much more expensive homes. Prospects flock to see and BUY this home, for it has *all* the conventional features, yet sells for a LOW price!

How do you cash in on the extra profits? By building this home with less site labor, overhead, capital—and NO inventory. If you're a qualified builder or dealer—a "go-getter" looking for a home with peak public acceptance, write us on your letterhead. We'll send information on Magic Circle and the complete, hard-hitting Richmond *Line!*

WRITE FOR RICHMOND'S CONFIDENTIAL BUILDING COSTS!

RICHMOND homes INC.
Department A • RICHMOND, INDIANA

As Good As It Looks . . .
And Nothing Looks Better!



UNITED *Lifetime* TOPS ALONE CAN SELL A KITCHEN!

In one great step, UNITED LIFETIME makes all existing kitchen cabinet tops old-fashioned—out-modes all other kitchen work-surfaces.

After years of research, UNITED now can laminate Formica to steel and contour-form them for *life* in a revolutionary one-piece design. There are no metal seams anywhere from rounded front to swing-up backsplash. Never done before, and only UNITED is doing it now!

And, for an exclusive sales extra, see UNITED'S patented end-capping — the world's most effective protection for cabinet tops. Gleaming stainless steel anchors all ends and edges — *seals out* water, grease and dirt!

Gone for good are the disadvantages of out-moded plastic and wood surfaces. UNITED LIFETIME cannot warp or split — cannot absorb odors — cannot crack, buckle or separate.

UNITED installs easily on all standard kitchen cabinets. Straight lengths of up to ten feet, and corner units make possible any L-shaped or U-shaped assembly. UNITED can be blanked to receive sinks and fittings, and thanks to versatile UNITED end-capping, you can enlarge any kitchen assembly after installation.

Best of all, this all-new top costs not a penny more than out-of-date surfaces. Be wise, be sure, *buy* UNITED—*sell* UNITED!



HOME-PLANNER ENDORSED

Noted Decorator Ellen Lehman McCluskey praises UNITED, "Here's a work-surface that's not only attractive, but practical! UNITED LIFETIME beautifies a kitchen."

Ellen L. McCluskey

UNITED *Lifetime*
KITCHEN CABINET TOPS

THERE ARE A FEW LOCAL FRANCHISES AVAILABLE TO QUALIFIED DISTRIBUTORS. WRITE TODAY TO: UNITED METAL CABINET CORPORATION
168 SEVENTH STREET • BROOKLYN 15, NEW YORK



Here's a unique marketing service designed to serve builder-buyers . . . and at the same time, perform a valuable selling function for you as an advertiser. This service function PLUS its high reader appeal makes it an ideal medium for reaching . . . and SELLING the light construction industry . . . the world's BIGGEST market! And it's one way of getting the greatest return (in sales) out of your advertising dollars.

Plan NOW to give AMERICAN BUILDER's 1955 Marketing Service issue TOP consideration on your 1955 advertising schedule. Here's a real opportunity for effective, multiple sales contacts . . . reaching builder-buyers at the most opportune time — when they're in a buying frame of mind. And be sure to tell your story BIG — with catalog-type advertisements plus plenty of 1, 2 and 3-inch display ads in both the Product Listing and Where To Buy It Locally sections.

takes your product

TO BE PUBLISHED

APRIL 1, 1955

FINAL CLOSING DATE

FEB. 24, 1955

WRITE TODAY FOR 16-PAGE DESCRIPTIVE FOLDER ON THIS ISSUE

BUILD BIG SALES . . . and More of them . . . by telling builders where to BUY YOUR PRODUCTS LOCALLY!

To further strengthen the tie-in between your dealer listings and your catalog-type display advertising . . . you may purchase 1, 2 or 3-inch display ads to run adjacent to your dealer listings at a very nominal cost. Each of these display ads can be tailored to fit the particular product classification it appears under. In this way, you tell the builder about your product as well as Where To Buy It Locally.

There is no better way of getting solid sales impact or maximum reader attention than by using a catalog-type advertisement to give builders additional information and to sell them on the advantages of using your product. Builders are always interested in learning how they can do a better job . . . and save money doing it. Let your catalog-type advertisement tell them how your product helps them accomplish this and you've opened the door to sales.

FREE...105 two-line or 210 one-line listings given free to every FULL PAGE advertiser...

As a full-page advertiser, you will be given the opportunity to place your dealer listings in the Where To Buy It Locally section . . . at NO ADDITIONAL COST to you! 210 one-line listings or 105 two-line listings are yours, absolutely FREE with every full-page of display space placed in this issue. Of course, additional listings may be purchased in either the Where To Buy It Locally or Products Listing section for $2.50 each.



to market 4 ways

and remember — your advertising will be backed up by this powerful array of editorial features:

- Trends in the building field
- Regional picture plans
- Regional news
- Regional weather forecasts
- Color house
- Blueprint gatefold plan
- New products
- Ask the experts
- Technical guide
- plus a Guide To Reference Material . . . completely indexed . . . a continuation of the most extensive, most valuable bibliography concerning building information ever undertaken by a business publication!

SEND SPACE RESERVATIONS TODAY!

AMERICAN BUILDER

A Simmons-Boardman Publication

79 West Monroe Street
Chicago 3, Illinois

30 Church Street
New York 7, N.Y.

SUNDAY
JANUARY 16

See America's newest and most advanced building product first

NAHB BOOTHS
237 - 238

The HOUGH Shade Corporation
Janesville, Wis.

GREAT SAVINGS on MONROE *Electric* CALCULATORS



$69.50

MONROE
KA 160
Ideal for the Builder and Contractor

A sturdy factory reconditioned machine for easy estimating, checking lumber and supply bills. Figures payrolls, percentages, discounts, taxes, costs, etc. Adds, subtracts, multiplies and divides.

Merchant, Friden and Monroe CALCULATORS (hand & electric models)
WRITE FOR SPECIAL LOW PRICES.

BARGAINS in New and Reconditioned ADDING MACHINES

BURROUGHS Hand Adding Machine $39.50

Write for complete information on all machines.

"The Supermarket for Figuring Machines"

AAA ADDING MACHINE CO. Dept. AB-1
582 7th Ave. (Times Sq.) N.Y.C. 36 LO 5-6983

10 day money back guarantee on all machines

ON THE RECORD

and OFF THE RECORD

THE LOW COST HOUSE. Is the market for it going to dry up?

A CLOSE LOOK at the buying habits of Americans indicates an affirmative answer.

HENRY FORD, it will be remembered, placed the American public on rubber tires of their own when he instituted mass production of the Model T and got its price below three hundred dollars.

ALMOST ANYBODY could afford a new Model T, and millions proved it. But, with the rapid development of intercity and interstate hard roads, higher price cars began to sell by the hundreds of thousands, and improvements in them were so rapid that a brand new phenomenon in American business was developed —the used car business.

SOON THE PUBLIC began to demonstrate more interest in a large, fast, higher powered used automobile than in a new Model T.

HENRY FORD was not caught napping, and the Model T gave way to the Model A. This was a compromise product between low-cost new transportation and the used car market.

IT WASN'T THE ANSWER, and Ford later abandoned any attempt to produce the cheapest car. He designed for competition with two other relatively low-cost cars.

NEW COMPETITION between these three drove all of them to slowly larger and higher price cars, and Ford to the development of a medium price and a luxury car.

TODAY, there is no low-price new car offered by any American manufacturer. Even the low price buyer wants speed, power, style and size in his car.

AND THE SIMPLE merchandising, styling and engineering device of annually offering more appeal in design and new engineering refinements, and thereby keeping the public so style- and comfort-conscious that it willingly trades-in highly serviceable cars every year or two, speeds the consumption of cars by several owners, and then in a few years, the cars go to the graveyard.

PERHAPS it is style more than anything else that has developed annual and biennial trading down of automobiles.

REASON FOR THIS conjecture is the influence of style on the clothing market—both men's and women's. We don't discard clothes because they are worn out. We do it because they are outmoded. And the clothing designers see to it that practically everything we buy becomes outmoded in a year or two.

SO, WE ARE in a continuous process of selling, giving away or throwing away highly serviceable clothing only because it is outmoded.

ALREADY WE ARE BEGINNING to see growing signs of this style-consciousness being applied to home ownership.

IT IS NOT at all unusual for visitors to National Home Week demonstrations to inquire about trading four-year to ten-year-old houses for a new model, and that without much or any stimulation on the part of the builders.

IF THIS TREND is stimulated as it is in the automobile and clothing industries, it could easily mean that in a few years the trade process would place on the market so many excellently built, originally middle-price homes that purchase of a new small house would be uneconomical.

IT CAN BE ARGUED that the present unstimulated trend, if it is yet a trend, is because our economy is still on a controlled inflationary spiral, and that the trader of a relatively new house gets more dollars for his house after four to ten years than he paid for it new.

BUT, THAT is to discount that the buyers are well aware of the fact that these are cheaper dollars, and that spending them for a new house

(*Continued on page 60*)

VISIT US AT THE
HOME BUILDERS' SHOW
(Booths 49, 50, 51, 52 — CONRAD HILTON)
CHICAGO, JAN. 16-20

Who stands behind your doors?

IF they're Mengel Doors, your worries are over. Every Mengel Door is built to meet or exceed the most rigid specifications — is *guaranteed* in accordance with the Warranty of the National Woodwork Manufacturers Association — is backed by Mengel's long years of experience and "know-how" in the manufacture of doors. *Mengel is the world's largest manufacturer of hardwood products* — including Mengel Permanized Furniture and Mengel Kitchen Cabinets.

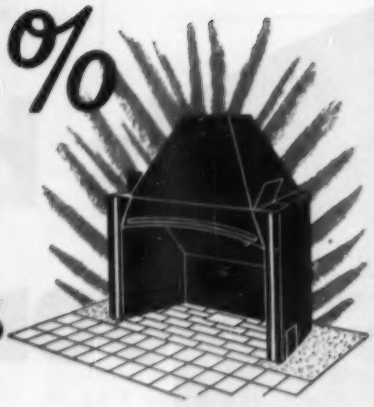
These fine, *guaranteed* doors are available in three different types, for *every* kind of job — "Palace or Project". Each is an outstanding value, and is competitively priced. Write for complete information — AIA File No. 19-E-1.



Door Department
THE MENGEL COMPANY
Louisville 1, Kentucky

SAVE 25%

ON YOUR PURCHASES OF



FIREPLACE FORMS (Heat Circulating)

GUARANTEED
Highest Quality

The Price Fireplace Heater & Tank Corp. gives you its guarantee that Price Fireplace Units are of highest obtainable quality of materials and workmanship.

EXTRA BENEFITS
At No Extra Cost

Features available on no other fireplace form:

1. Ductmakers save hours of mason's time.
2. Expansion channels eliminate troublesome mortar joints.
3. Improved design provides increased heat output



PROSPECTS FOR YOU—Shall we send you names of those planning to build new homes? Thousands are asking for fireplace information in response to national consumer advertising.

Gentlemen:

Please rush the following information to me:

- ☐ Send specifications and price list with builders discounts.
- ☐ Send 8½ x 11 book of "100 Fireplace Ideas".
- ☐ Send prices on septic tanks.

Name .....

Street .....

City .....

Number of fireplaces used in one year .....

Number of septic tanks used in one year .....

PRICE FIREPLACE HEATER & TANK CORP. Augusta 7, Ga.

ON THE RECORD

and OFF THE RECORD

(*Continued from page 58*)

requires more of the same kind of dollars than they received in the sale of the old one.

THERE IS EVERY indication that the almost breath-taking progress in design, construction techniques, materials, equipment, appliances, lighting, heating, air conditioning and all the other elements in house production are making the public more style-conscious than the home building industry realizes.

IT IS A CONDITION that deserves closest attention by home builders.

VERY EASILY it can mean the beginning of the end of the market for new small houses built and styled for low incomes.

IF THERE IS ANYTHING to this, we are already at a point where the builder is taking a long and dangerous chance on anything but the highest quality he can design and build.

THAT MEANS not only keeping up with design trends, but keeping up with and using the newest and best of branded, manufacturer-backed products.

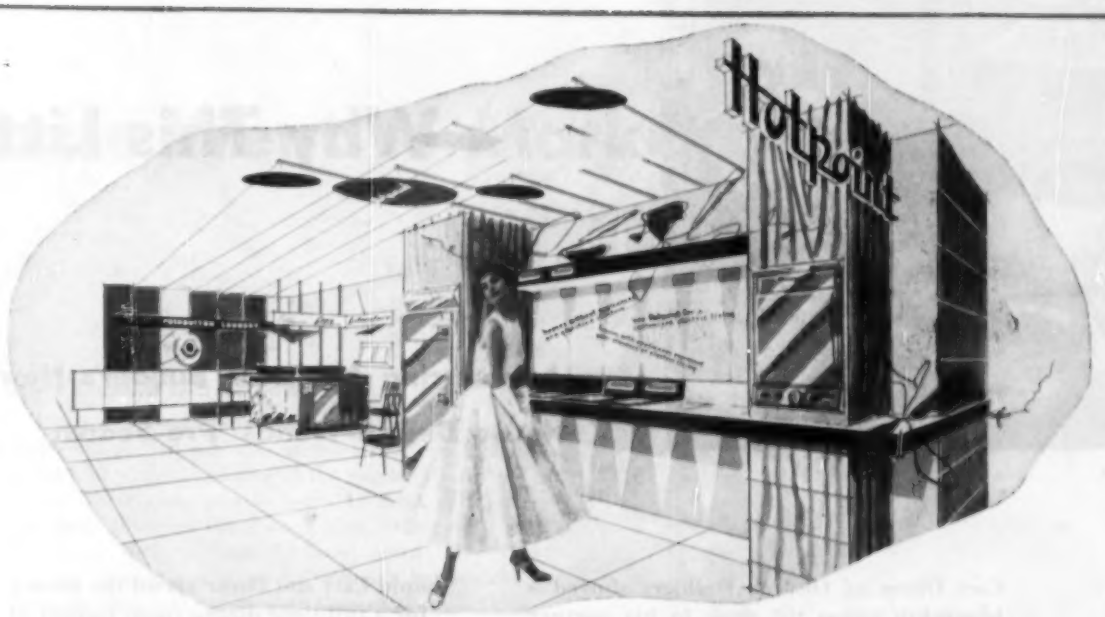
CHARLES R. BYRD, Birmingham, Ala., home builder and realtor took what many thought was a long chance when he purchased unimproved, rough mountain-top real estate for development.

HE WAS ASKED who he thought wanted to live on top of a mountain, and also why he thought people would commute ten or more miles each way daily to and from their work.

CHARLIE BYRD'S ANSWER was to go right ahead and, furthermore, to design and build modernly styled front-to-back split levels that hug the mountain-top and sides with a minimum or absence of excavation and blasting.

BIRMINGHAMITES confirmed his judgment by buying as many as he can build.

HE'S THE KIND of pioneer that built the old America and is starting to build the new one.



Now See The Versatile, New

Hotpoint

Golden Anniversary Customline

Visit the Hotpoint
Golden Anniversary
CUSTOMLINE EXHIBIT
AT THE NAHB
CONVENTION & SHOW
BOOTHS 102-3-4,
EXHIBITION HALL
CONRAD HILTON HOTEL

National Association HOME BUILDERS
Annual CONVENTION EXPOSITION Chicago
January 16-20
1955

See How HOTPOINT Sells Homes TODAY with Tomorrow's Kitchen Dreams

The hottest home "buy-appeal" today is an ultra-modern "kitchen of tomorrow" of sparkling beauty and originality. And now *you* can really cash in on it—with the new Hotpoint Customline!

The versatile, new Hotpoint Customline gives you complete flexibility, the widest choice of cooking and step-saving arrangements, plus uncompromised quality. Your imagination is the only limit!

Yes, now you can *sell* with custom built-in kitchen designs that offer true individuality, custom-styled and personalized to suit space and taste requirements.

Drop in during the NAHB Convention and let us demonstrate how you can now put a new "SELL" in your homes with the exciting, new Hotpoint CUSTOMLINE!

Hotpoint

Our Golden Anniversary—Your Golden Opportunity

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS

HOTPOINT CO. *(A Division of General Electric Company)* **5600 West Taylor Street, Chicago 44, Illinois**



Why This Little

Announcing American Builder's New House Design-Trends *Pre-Search

Carl Olson of Oh-Kay Builders shoved a blueprint across the desk to his partner Oscar Knudson, leaned back in his chair and scratched his head. "You know 'Oss,'" he said, "our last houses aren't selling so good. We got to *do something* about the next twenty we're going to put in at the far end of the tract."

There is the problem . . . twenty houses to be built, with only so much money to be spent on each. How can Oh-Kay Builders cut costs, or hold the line on costs, and make their houses sure-fire sellers?

Should Carl and Oscar spend the money for a full-sized dining room instead of a patio?
Would another bedroom give the house more sales appeal?
Should they go back to basements?
If so, should the basement have an outside entrance?
Would a powder room do the trick?
How about more appliances in the kitchen?
What kind of windows?
Should it have a carport or a garage?
Maybe a fireplace is what they want?



Readers will find the answers to these and many other questions in **American Builder's** new House Design-Trends Pre-Search Reports, beginning next month in the February issue. In these reports, home owners (and people in the industry who are in a position to know) will tell what they will want in the houses builders are going to erect for them. They also will tell what they don't like in present houses, including the ones they now own. Because of the fact that **American Builder** now is published in three regional editions, and because its editors and researchers are close to building trends in different parts of the country, these reports will cover regional variations, style trends and changes in demand.

Keeping in touch with style trends, in building as well as other major industries, often means the difference between a highly saleable house and one that is hard to sell . . . the difference between profit and loss.

House Went to Market

Here's how it will be done:

Up in northern Minnesota is a spot where sightseers and tourists can step across a tiny creek. This is the source, the beginning of the mighty Mississippi River. These same tourists wouldn't think of trying the same thing at the Twin Cities, Davenport, St. Louis, or New Orleans. At these points they are amazed at what a tremendous stream it has become. Style trends are like that. They have small beginnings and a source. Some of them grow and become powerful streams. Others dry up at the source because they did not win public acceptance.

American Builder's House Design-Trends Pre-Search will trace changing trends in home design, construction, interior and exterior treatments to their sources, and will present and interpret them to readers as a continuing service. It will present development of trends as they grow and become powerful streams of demand.

In addition to helping builders, this new service will be of inestimable help to dealers, and particularly to manufacturers of building products in planning their new lines, their production, their sales and advertising programs.

Watch for the first House Design-Trends Pre-Search Reports in your February *American Builder*.



*Pre-Search

Trade Mark Registered by Simmons-Boardman Publishing Corporation.

Pre-Search is a coined word not found in a dictionary. To search is to look for something that already exists. Research sometimes involves conducting experiments to produce something new. Pre-Search involves looking for something that is going to happen . . . changes in design trends and demand that will help builders-dealers-producers make their houses and building products more saleable.



I do not throw ze bull today
I only come here for to say...
TRACY'S PIC·A·DOR *SELLS HOUSES!*

Tracy KITCHENS

SEE TRACY PIC-A-DOR at the
JANUARY BUILDERS' SHOW
Conrad Hilton: Space 113 Exhibit Hall and Mezzanine

OR FOR COMPLETE INFORMATION
MAIL THIS COUPON TODAY

Dept. AB
Tracy Kitchens Division, Edgewater Steel Corp.
P.O. Box 1137, Pittsburgh 30, Pa.

I would like to have more information on Pic-A-Dor and the other big things coming from Tracy.

NAME _____

ADDRESS _____

CITY _____ STATE _____

How the ladies go for Pic-A-Dor in a new home! Tracy's sensational Pic-A-Dor brings choice-of-the-rainbow colors and endless decorating possibilities to steel cabinets. Yes, the cabinets themselves are heavy-gauge steel—but the doors can be *any* material, *any* color to put tremendous new sales appeal into every house you build. Glass and perforated or solid hardboard doors are available from Tracy. Your supply house can provide any other material—Formica, Marlite, plywood, leatherette, plastics—just name it.

Put Pic-A-Dor in the kitchen . . . in utility rooms, game rooms, laundries, bars. Use Pic-A-Dor as smart, ultra-modern room dividers. Make the most of it! Pic-A-Dor sells houses!

Come on along with the BIG things coming from Tracy!

Foremost Producers of Stainless Steel Sinks and Quality Steel Kitchens

Build with the best — CECO Metal Windows

Better Engineered

Better Made

Better Hardware

They All Add Up to CUSTOMER BENEFITS

The SOLD sign goes up quicker on homes built with Ceco Metal Windows, because your customers can easily see the advantages these finer windows offer. Slender muntins mean more light gets in. Tight weather-seal means inclement weather is kept out. And when it comes to beauty, nothing surpasses these functionally designed windows, handsome and then some.



CUSTOMER BENEFIT

Here is beauty with function. Steel Casements with muntins omitted create the illusion of a wall of windows. 100% ventilation can be provided.



CUSTOMER BENEFIT

Rooms look big as all outdoors with combined Ceco-Sterling Aluminum Double-hung and Picture Windows. No painting, no sticking, no warping.



CUSTOMER BENEFIT

Flexible, versatile Aluminum Casements, used in corner design or combined with picture windows, create striking architectural effects.



CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities

General Offices, 5601 W. 26th Street, Chicago 50, Illinois

In construction products
CECO ENGINEERING
makes the big difference

To: Ceco Steel Products Corporation
5601 West 26th Street, Chicago 50, Illinois

Please send me these booklets. Check either one—or both.

☐ Steel Windows and Screens. No. 1001

☐ Sterling Aluminum Windows. No. 6013

AB

MY NAME IS _____

MY ADDRESS _____

CITY _____ STATE _____

Winners In American Builder's 4th

Now in its 7th year, National Home Week's promotional quality and results reached new heights during the week of Sept. 19 through 26. More people came to see the houses on display, and more sales were made than ever before.

Conceived by American Builder's editor, Edward G. Gavin, National Home Week has become the perfect medium by which the diversified elements of building and selling a home can be combined into one gigantic, effective promotional and public relations effort. The Week's good right arm—the Parade of Homes—has given added merchandising impetus to the promotion.

On Nov. 7th American Builder's fourth annual National Home Week Contest was judged. Entries came from every corner of the United States, and each indicated an increased awareness of and solution to the need for an effective, smooth running, and well organized home-merchandising program. The entries, themselves, were more tastefully and professionally presented than they have been previously. They presented a difficult but stimulating task for the judges to choose this year's winners.

As one of the judges put it, "It certainly was a wonderful experience to judge these entries because each communicated a genuine enthusiasm for the drama of house building and a profound interest in better living."

Who the judges were . . .

Seven judges from varying fields of experience were asked to appraise the entries. They were: Dave Bareuther, real estate editor of the Associated Press, New York City; John Dickerman, executive director, National Association of Home Builders, Washington, D. C.; Gates Ferguson, advertising manager, Celotex Corporation, Chicago; Eldon Fox, advertising manager, Minneapolis-Honeywell Regulator Company, Minneapolis; J. M. McDonald, vice president, The Buchen Company, Chicago; Robert Morris, general manager, Ponderosa Pine Woodwork, Chicago; and Sumner C. Rider of Rider & Keister, public relations, New York City.

About the NAHB winners . . .

The judges considered the National Association of Home Builders entries first, judged the entries as to number of members in each group. NAHB organizations having more than 250 members were placed in Group I. Organizations having from 101 to 249 members were judged as Group II and organizations having more than 50 members but less than 100 were judged as Group III.

Group I winner, Seattle Master Builders, entered 100 houses in their combined NHW and Parade of Homes, furnished 55 of them with prices for the houses ranging from $7,900 to $50,000. The group gave awards for the "Best Homes for the Money," for the "Home with the Best Furnishings," and for the "Most Distinguished House." They also gave awards for the best kitchen, bathroom, living room, etc. They made use of an extensive advertising media program, sponsored a beauty contest to select "Miss National Home Week" and "Miss Parade of Homes."

The result was that Seattle had 400,000 visits to their homes on parade, and a 15-day sales figure reached nearly $8,000,000 with a total of 602 houses sold. Executive secretary for the Seattle Master Builders is John C. Reuter. Builder Albert Balch was the chairman of the National Home Week and Parade of Homes for Seattle.

Runners-up in Group I were the **Home Builders Association of Metropolitan Washington,** and the **Home Builders Association of Dallas.**

Washington, D. C.'s Festival of Homes drew 334,750 visits, got extensive coverage from local newspapers. In 1953, 172 houses were sold at a value of $3,018,000. In

The judges were impressed with



John Dickerman



Robert Morris



Gates Ferguson

Annual National Home Week Contest . . . .

Here are the winners in the AMERICAN BUILDER 1954 NATIONAL HOME WEEK Contest—

WINNING NAHB Associations—

GROUP I: Seattle Master Builders
Runners up: Home Builders Assn. of Metropolitan Washington, and Home Builders Assn. of Dallas

GROUP II: Wichita Assn. of Home Builders
Runners up: Utah Home Builders Assn., and Home Builders Assn. of Des Moines

GROUP III: Quad City Assn. of Home Builders
Runner up: Home Builders Assn. of Tyler (Texas)

WINNING Lumber Dealers—

GROUP I: F. D. McKendall Lumber Co.
Providence, Rhode Island

GROUP II: Ebenreiter Lumber Co.
Sheboygan, Wisconsin

GROUP III: Keys Planing Mill Corp.
Bluefield, Virginia—West Virginia

GROUP IV: Seth Lumber Company, Inc.
Lincolnton, North Carolina

Note: Groupings of Associations were on basis of number of members.
Groupings of lumber dealers were on basis of population of towns.

1954's promotion, 947 houses valued at a total of $15,103,000 were sold. James W. Pearson is the executive secretary. Frank Calcara was the National Home Week chairman.

The Home Builders Association of Dallas held two Parade of Homes exhibitions two miles apart—one with eighteen $12,600 to $18,000 houses, 2 "cut away" models—the other with twenty houses valued at $25,000 to $39,000. Sales amounted to $455,550 at the Parade sites alone. The executive secretary for the Dallas Association is Herbert DeShong, Parade of Homes committee chairman was James W. Smith.

Group II winner, The Wichita Association of Home Builders decided that previous houses on display during past National Home Weeks were not unusual or too inspiring, decided to plan a Research Village which would show the latest innovations in house design, construction and materials. They planned a house design competition inviting Wichita architects to enter it. The winning design was built as the "Research House."

Fifteen houses, in all, were shown at Wichita. The Association charged 25 cents admission, asked visitors to register and participate in a housing opinion survey. Wichita sold nearly $7,000,000 in real estate as result of promotion, got 65,000 people to visit the Research Village. Wichita executive secretary is R. G. Langenwalter. Erle W. Jennings was National Home Week chairman.

Runners-up in Group II were the **Utah Home Builders Association** and the **Home Builders Association of Des Moines.**

The Utah Home Builders Association had a Parade of Homes, encouraged 53,000 people to come and see their $600,000 display of 22 houses. They sponsored a contest to give away a $18,000 house, had to pick the winner from 30,000 entry blanks. Earl P. Staten is the executive secretary for the Utah group. Richard S. Prows

(Continued on page 72)

entries—scope of promotions . . . .



J. M. McDonald



Eldon Fox



Dave Bareuther, Sumner Rider

NEW kewanee "Kwik-Fit" DOOR FRAME*

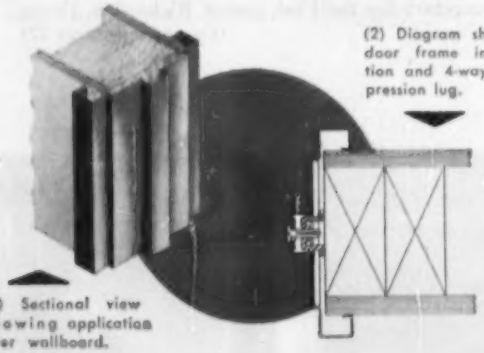
... install it after drywall is in place!

... install it in 3 minutes with 4 nails!



* Patent Applied For

- Fits snugly over finished wall after finished wall and floor are in place. There is no interference with application of wall board.
- Equipped with 4-way compression lug on each jamb. A turn of the screwdriver — (A) Plumbs jambs. (B) Holds frame securely in place. (C) Tightens up mitered corners. (D) Compensates for warping or settling.
- Rubber bumpers act as door silencers and prevent door rattles. No adjustable strike plate necessary.
- Appearance of long narrow lines blends with modern architecture. Mitered corners cannot open or overlap.
- Baseboard applies flush to jambs of frame.



(2) Diagram showing door frame installation and 4-way compression lug.

(1) Sectional view showing application over wallboard.

Available for all standard sizes of 1⅜" interior doors. For use with ½" wallboard.

FOR DETAILS AND SPECIFICATIONS OF OTHER KEWANEE BUILDING PRODUCTS WRITE FOR OUR COMPLETE CATALOG

kewanee Manufacturing Company

155 GEORGE STREET KEWANEE, ILLINOIS

SEE IT IN BOOTH NO. 310 AT THE CONVENTION

NEW removable sash weather strip



Chamberlin Has It!

Now add this new Chamberlin "roll out" weather strip feature to your present line of windows. A "snap in" installation cuts fitting and fabricating costs. A sturdy compressible aluminum strip holds sash weather tight—automatically self-adjusts to frame expansion and contraction to prevent sash creep or drop. No home attention required, ever!

EASY SASH REMOVAL

A simple pressure against the jamb, and the sash will "roll out" for easy cleaning or painting inside the house without removing screens or storm sash.

COMPLETE WEATHER STRIPPING

The head, meeting rail and sill of your unit can be optionally equipped with standard zinc or with snap in bronze or aluminum weather stripping.

OUTSTANDING ADVANTAGES



- Snap in installation
- Automatic self-adjustment to frame contraction or expansion
- No sash creep or drop
- Easy sash removal inside the house
- Sash always weather tight

Another product of Chamberlin's 57 years of engineering and manufacturing experience

CHAMBERLIN
CHAMBERLIN COMPANY OF AMERICA

WRITE FOR COMPLETE INFORMATION

CHAMBERLIN COMPANY OF AMERICA
Direct Merchandise Div.
1254 La Brosse St., Detroit 32, Mich.

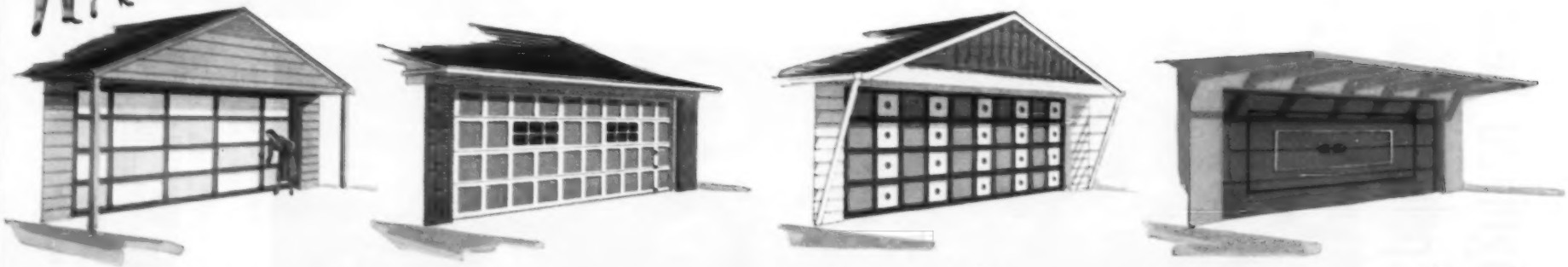
Chamberlin products for the millwork and hardware field include: Automatic Door Bottoms—Thresholds—Door-Seals—(all types) Weather Stripping.



Booth 87 N.A.H.B. Show
Conrad Hilton Hotel

STOP the "SHOPPERS"

THEN YOU HAVE A CHANCE TO SELL THEM



CRAWFORD GARAGE DOORS with CUSTOMIZED DESIGN is one big, dramatic feature that they CAN SEE FROM THE STREET.

It's what you need when prospects are cruising around, "shopping" from their cars, not getting too excited about *anything* – until they see these stunning CRAWFORD GARAGE DOORS with CUSTOMIZED DESIGN.

Then, they know they're looking at something DIFFERENT, something NEW–new beauty, rich color, striking designs–"Decorator Effects." ON THE OUTSIDE where everybody can see them–FROM THE STREET. Every home front beautiful, every one different. Front door and shutters can be matched to the garage door with the same colors and accessories. There's no quicker, easier, more effective way to glamourize homes *WHERE IT SHOWS THE MOST* and does most good.

See your CRAWFORD DOOR SALES CO., listed in your classified phone book under "DOORS." Or, write us direct. Crawford Door Co., 153-20263 Hoover Road, Detroit 5, Michigan. Plants in 10 cities; Warehouses in 85 cities; Sales and Service everywhere. In Canada, F. Fentiman & Sons Ltd., Ottawa, Ont.



Crawford *MARVEL-LIFT* Garage Doors with Customized Design



Here's instantly recognized beauty that helps get a better price for a home!



This beautiful birch Plankweld paneled dining area is being featured in Weldwood advertising appearing in The Saturday Evening Post and other leading magazines.

As little as $56 to $69 invested in even one Plankweld paneled wall creates an impression of quality that helps make a sale. Try it in a model home and see!

The magazines are full of it! Home decorators are using it like never before! What? —real wood paneling of course! After all, what other wall covering material even comes close to matching the natural beauty of *real wood* paneling such as Plankweld.

Remember, prospects can't always see the hidden qualities you build into a home —they can see Plankweld!

Plankweld saves you the time and expense of on-the-job finishing. Twelve painstaking steps are required at the factory to give Plankweld its unusually beautiful and durable finish—it's even waxed! Plankweld is *guaranteed for the life of the installation!* The 16¼" wide x 8' high panels go up on any dry wall or directly on studs or furring. Special concealed metal clips, included with each package, hide nails.

Plankweld Adds the Custom Touch That Sells, Yet Holds Costs Down!

Whether you are building mansions, project homes or remodeling older homes, Plankweld will give the home an individuality all its own. You have six beautiful woods in both light and dark faces from which to choose. Installed costs are usually little more than for walls using conventional wall covering materials.

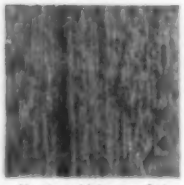
See Plankweld at your lumber dealer's soon or visit any of the 73 United States Plywood or U.S.-Mengel Plywoods showrooms in principal cities.



Korina $69



Philippine Mahogany $56



Honduras Mahogany $64



Birch $56

Oak $64, Walnut $69—prices are approximate and based on 8' x 12' wall area.

Weldwood® Plankweld®

A product of

UNITED STATES PLYWOOD CORPORATION

World's Largest Plywood Organization
55 West 44th Street, New York 36, New York
and U.S.-Mengel Plywoods, Inc., Louisville, Kentucky
In Canada, Weldwood Plywood, Ltd., Montreal and Toronto

Perfection quality..

PROJECT-PRICED!

NOW!

8 models!
5 capacities!



COMPARE IT!

- Fast installation. Controls factory-assembled!
- 14-gauge steel combustion chamber—10-year guarantee.
- No expansion noises.
- Converts easily—oil to gas, gas to oil.
- Low Hi-Boy model saves headroom, floor space.
- Silver-tone Brown baked enamel over rust-proofed casing.
- Cool casing, insulated with fiber glass and aluminum foil.

SAVES MONEY FOR YOU... GIVES YOUR BUYERS A FULL DOLLAR'S WORTH!

Perfection quality and guaranteed performance are built in. The frills are out. But home buyers still get *all* the comfort of modern, automatic heating.

MODELS AND CAPACITIES TO MEET EVERY NEED!

Choose from eight models and five capacities to fit your project requirements...

70,000 Btu. . . . . Gas-fired Highboy
75,000 Btu. . . . . Gas-fired Counterflow
90,000 Btu. . . . . Gas or Oil-fired Highboy
90,000 Btu. . . . . Gas or Oil-fired Counterflow
95,000 Btu. . Regular Basement type furnace (oil)
100,000 Btu. . Regular Basement type furnace (gas)

THERE'S A BIG PLUS FOR YOU!

Perfection cuts complaints and service calls to the bone . . . eliminates your biggest bugaboos. Ask your heating contractor about Perfection PROJECT-PRICED furnaces. Perfection Stove Company, 7602-A-1 Platt Avenue, Cleveland 4, Ohio.



CENTRAL COOLING, TOO!

YOUR HOME DESERVES A **Perfection**





PORTABLE HEATERS

FURNACES • HOME HEATERS • RANGES • AIR CONDITIONERS • WATER HEATERS



Seattle used a beauty contest, displayed 100 houses, gave awards for best houses displayed



Wichita charged admission, took housing opinion survey, promoted advanced design in Research Village



Quad City had Parade on low budget, increased sales from $480,000 in 1953 to $1,450,000 in 1954

Winners in NHW Contest

(Continued from page 67)

was the chairman for National Home Week.

The Home Builders Association of Des Moines displayed 38 houses, drew 80,000 people in 8 days, sold 80 houses and listed 500 "live" customer prospects, thousands of eventual buyers. Des Moines has as its executive secretary, Dave Crenshaw, as its National Home Week chairman, James C. Leverett.

Group III winner, Quad City Association of Home Builders includes members from the cities of Davenport and Bettendorf, Iowa and from Rock Island and Moline, Ill. Quad City exhibited 63 houses, had 142,000 in attendence, sold $1,450,000 worth of houses as opposed to sales of $480,000 last year. Quad City estimates that it has 155 future sales as result of promotion. Operating on a very low budget, Quad City estimates that the cost was 2½ cents per visitor to put on its Parade of Homes. Quad City's executive secretary is Harry Ryder. Their National Home Week chairman was William R. Harvey.

Runner up in Group III was the **Home Builders Association of Tyler,** Texas.

The Home Builders Association of Tyler held its 2nd annual Parade of Homes with more than 20,000 persons visiting the 13 houses on exhibit, including a "People's Choice" house. Plans for the house were suggested by 1,000 Tylerites who registered their wants on ballots at Tyler's home show last March. The executive secretary for Tyler is Gordon J. Neilson. Harold Lawler was the National Home Week chairman.

About the lumber dealer winners . . .

Entries from retail lumber dealers were judged in four groups according to the population of the town in which the lumber dealer operates.

Group I winner, F. D. McKendall Lumber Co., Providence, R. I., directed its National Home Week activities to both builders and home owners, used special banners, floor and window displays, stressed remodeling, new construction. Group demonstrations were staged for builders to better acquaint them with new materials and power tools.

Group II winner, Ebenreiter Lumber Company, Sheboygan, Wisc., used a demonstration home built on its lumber yard premises, fully furnished the house, built the house of products sold by firm. The model included ideas that customers had voted as ones they wanted to see in a model house. Ebenreiter plans to have a new model house each year.

Group III winner, Keys Planing Mill Corp., Bluefield, Virginia, and West Virginia, was outstanding in the way it enlisted aid of local churches to help promote better houses, better homes. Sermons from pulpits dealt with the importance of home life, necessity for good homes as part of individual's environment. They also conducted a home essay contest on "What My Home Means To Me" for high school students.

Group IV winner, Seth Lumber Co., Inc., Lincolnton, N. C., sponsored a model house called "Castles In the Air," to help sell home ownership and better living, got cooperation of newspapers to promote interest and used four spot radio announcements each day during the Week. Model house was fully furnished.

You, the men who build, decorate and sell homes should know why

GOLD SEAL® INLAID LINOLEUM IS A SALES BOOSTER!

Today's top builders say the decorating trend is to basic, ready-to-live-with, smooth-surface floors all through the home. Influential home magazines are pushing this trend, editorially. Congoleum-Nairn helped establish this trend . . . will continue to promote it the big way: advertising Gold Seal Floors and Walls in LIFE, LOOK, BETTER HOMES & GARDENS! That's why *you* should know all about the best and best-known "basic" floor of them all:

YOU, THE BUILDER, should know that Gold Seal Inlaid Linoleum is today's finest linoleum . . . made by a unique, natural oxidation process for greater durability and resilience. Exclusive SuperFlex* back eliminates need for extra lining felt. Flexible, easy to handle, cut, and cove . . . it's exceptionally economical for long run service. Approved for remodeling under FHA Title I (Open-End Mortgage). Your assurance of quality and complete customer satisfaction is the famous *Gold Seal Guarantee of satisfaction or your money back.*

YOU, THE DECORATOR, should know that Gold Seal Inlaid Linoleum gives every home that important luxury-look . . . gives *you* more of the patterns more people want . . . including popular "Jackstraw"* and "Sequin"* linoleum. Inlaid colors give longer lasting beauty.

YOU, THE SALESMAN, should know that Gold Seal Inlaid Linoleum gives you *more* convincing selling points. It's respected from longer, stronger advertising. (Write us for LIFE tie-in material!) It's an extra value . . . comfortable, colorful, easy to maintain . . . highly resistant to kitchen grease, dirt, grime, scuff marks. Its satin-smooth finish holds its gloss.

Specifications: Standard gauge: 6′ wide by-the-yard, 79 patterns. 9″ x 9″ tiles, 44 patterns. For installation over suspended wood and concrete sub-floors. Exclusive, SuperFlex* back permits *direct* application to smooth wood sub-floors. Also ⅛″ gauge, burlap back for heavy traffic areas. *Gold Seal Ranchtile® Linoleum* in 9″ x 9″ tiles, standard gauge, is the only inlaid linoleum guaranteed for installation over on-grade concrete . . . with or without radiant heat. Easiest to clean of all resilient floors.



Floor: "Sequin" ® Inlaid Linoleum. Wall: Cork Tile. Room-divider facings and shelves: Cork Tile.

ANOTHER SALES BOOST! GOLD SEAL CORK TILE . . . a new, improved cork tile unsurpassed by any other for soil resistance. Better surface finish. Better color. Longer wearing. Greater resilience. A natural insulator. Adds hundreds of dollars to the look of a home. Packed all light . . . or random: light, medium, dark. ⅛″ and 3/16″ gauges. Beveled edges. 6″ x 6″, 6″ x 12″, 9″ x 9″, and 12″ x 12″ tiles. Install on or above grade. *Guaranteed for on-grade installation* over concrete (at ground level) even over radiant heating . . . with use of new Gold Seal "Three-Twenty" adhesive.

For home or business...
you get the finest choice of all in...

INLAID LINOLEUM · RANCHTILE® LINOLEUM · VINYLFLOR · VINYLTOP · LINOLEUM, VINYL, VINYLBEST, CORK, RUBBER AND ASPHALT TILES · CONGOWALL® ENAMEL SURFACE WALL COVERINGS

* Trade-Mark

GOLD SEAL
FLOORS AND WALLS
CONGOLEUM-NAIRN INC., KEARNY, N. J.

AMERICAN BUILDER

BLUEPRINT HOUSE



BUILDER: Scholz Homes Inc.
Toledo, Ohio
DESIGNER: Donald J. Scholz

SQUARE FOOT AREAS:

House, full area	1258
Garage, full area	320
Planters, 1/3 area	29
Total square foot area	1607
Cost per square foot	$10.80

For computation purposes, the planters are fractional, so that their cost per square foot will be in ratio to the house and garage

This house

Getting to the outdoor terrace from the bedroom is easy



THE COMPLETE HOUSE TECHNIQUE is used by Donald J. Scholz, Toledo, Ohio, builder. It begins with design control from the drawing board right up to, and including, rugs on the floor and drapes for the windows. This new trend minimizes the interval of confusion in new communities after the owner moves in.



Photographs by James T. Strong Studios, Toledo, Ohio

hits the top in buyer appeal

See how it is built, pages 82-85

See how it is sold, pages 86-88

Sales continue to mount for this midwestern builder. During the last quarter of 1954, when Toledo was adversely affected by the slow-down of the automotive industry, Scholz was hard pressed satisfying the ever increasing demand for his new houses.

What makes this man and his product click? We think it all boils down to the simple rule of giving a better than average value for a low price. Building for $10.60 a square foot in an area where high labor costs prevail is a real accomplishment.

How was this done? Only by seeking a new and better way to do each job, with the end result a saving in time and material.

The following is a typical example. Always a headache in preparing for pouring the floor slab was the securing of metal heat ducts with wires attached to stakes driven into the ground over the slab area. It also meant that the stakes were driven through the moisture barrier, thus dissipating much of its value. This was done to keep the pipes from floating during the pouring.

Scholz had a special concrete block made with the top side curved to conform to the diameter of the duct. These blocks are spaced at regular intervals under the ducts and wired to them. They also separate the ducts from the barrier, permitting an unretarded flow of concrete around the ducts, thus forming a continuous shell. This method, which is one of many, saved time and produced better results.

In this new model currently on display, the builder has taken some of the features of his earlier models, refined the design and re-used them. An example is the large glass wall and gable end in living and dining room. The sandwich-type roof of the former models has disappeared

MORE



The fireplace and its position at the intersection of the living-dining room helps make this area sparkle with interest. The opening is framed with a band of Bedford stone on top and sides, with random field stone used for the panel and the raised hearth. The surrounding walls are faced with vertical redwood

BRAND NAME PRODUCTS USED

American Standard sink
Armstrong (Temlock) sheathing
Arrow locksets
Ames aluminum thresholds
Ajax hardware
Bird architect shingles
Beneform (Bennett-Ireland) dampers
Castellano (Bigelow-Sanford Co.) carpeting
Corralux (L.O.F.) bathroom ceiling
Formica kitchen counters
Frantz garage doors
Fasco ventilating fans
Fiberglas insulation
Glidden paints
Gerity-Michigan bathroom fixtures
G-E dishwasher
G-E washer-dryer
Gold Bond (Natl. Gypsum Co.) dry-wall
Gemco ready hung door
Hasko ready hung doors
Hercules (Glover Mfg.) metal bridging
Ideal (Ideal Hanger Mfg.) joist hangers
Kennatrack sliding door hardware
Matico floor tile
Mosaic clay floor tile
National locksets
Philippine mahogany
Presdwood (Masonite Corp.) closet backs
Plugmold baseboard outlets
Raynolds aluminum nails
Rez wood sealer
Revco built-in refrigerator and freezer
Richman bathtubs and lavatories
Roddiscraft cabinet plywood
Sherwin-Williams paint
Tappan built-in range and oven
Wadsworth sliding windows

and is now replaced with standard rafters and spacings.

The basic plan of this house is a rectangle with the garage-playroom attached at the side. This makes an L-shaped house which lends itself well to exterior treatment and varying lot sizes.

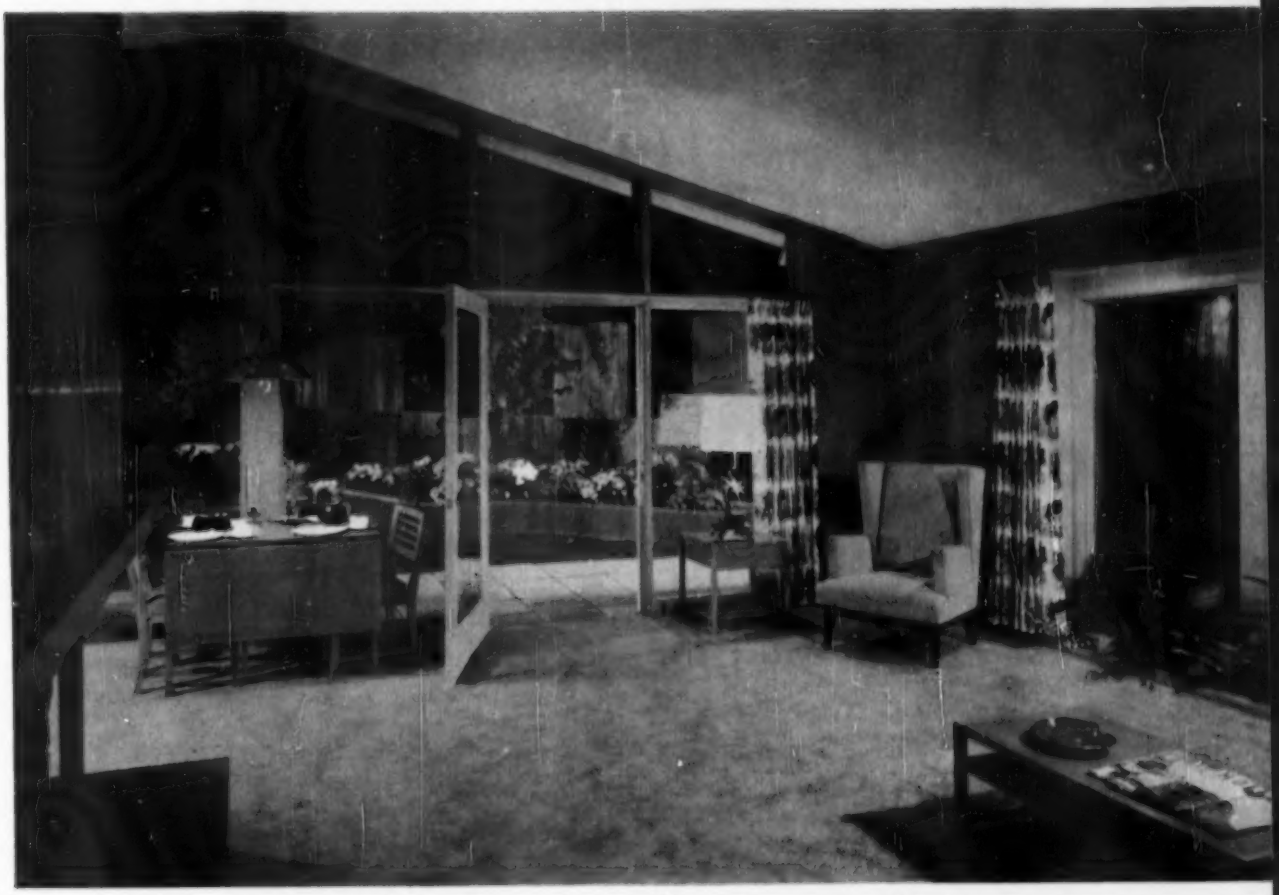
In the layout of the rooms, the house literally turns its back to the street, with the living portions to the rear and the quiet area to the front. The entry is located at the inside corner of the ell. There is circulation to all rooms from this point.

This house also boasts two complete baths, with one having direct access to the entry. The extension of the entry into the garage to form a planter visible from the street is one of the features of the design.

In setting up the garage area as a combination laundry, play- and workroom, the builder assumes that the car will occupy this space less than eight hours each day. Consequently, the multiple use is justified. Details of construction that make possible this kind of use is shown by the large windows in the rear wall, built-in cupboards and the laundry equipment. Added storage space between the ceiling and the roof of garage is accessible from open end.

In the design and planning of this house everything conforms to modular units, both vertically and horizontally. This simplified type of construction employs standard wall components, assembled window and door units, precut roof framing and standard roof panels.

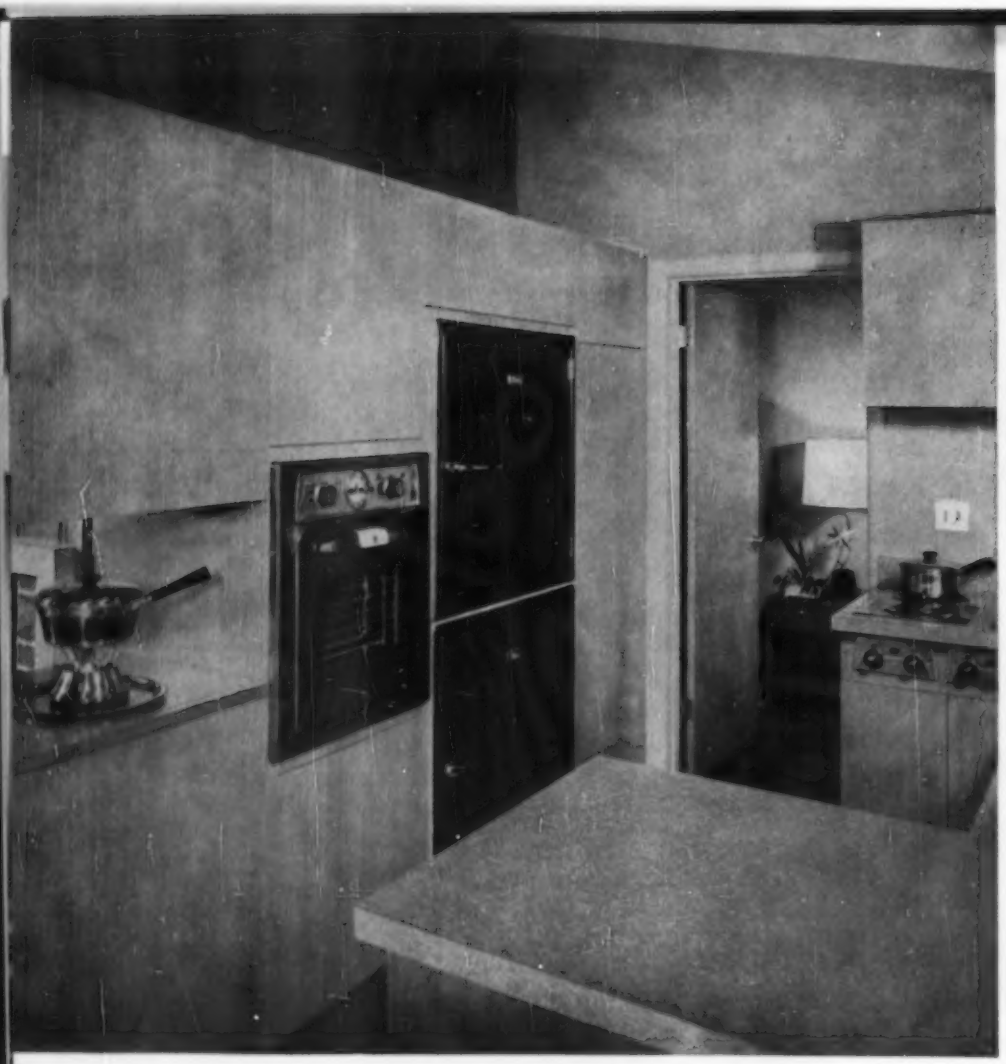
The generous use of stone skirting and planters on the exterior add much to the appearance.



A night view of the garden and pool through the all glass gable end of the living room



The outline of the rear wall of the house is clearly framed in another night scene from the garden and pool. With the fence serving as a screen, combined indoor - outdoor living is made possible



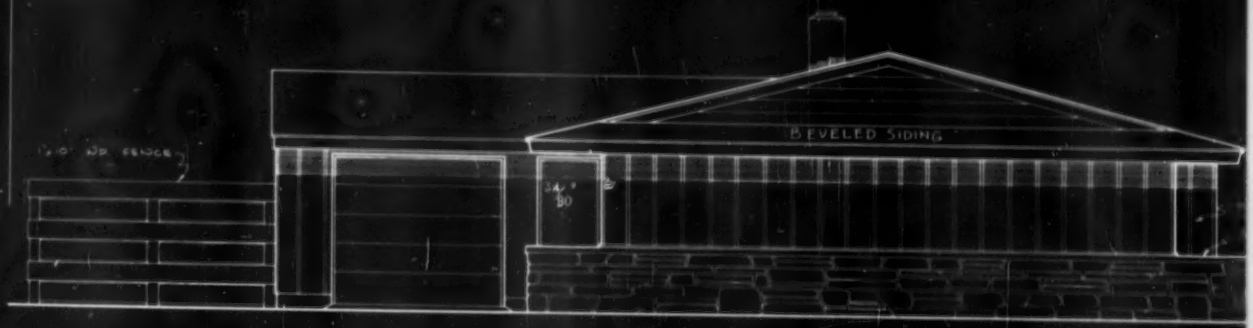
The kitchen is complete with the latest type built-in equipment. The wall adjoining the living room fireplace contains a built-in oven, refrigerator and a freezer. The metal surface of all three units has a bronze finish which blends well with the adjoining Philippine mahogany finished walls

The opposite wall of the kitchen has a window which receives reflected light from the garage. The cabinets below the counter form a U-shaped working area with built-in equipment such as a range, dishwasher and sink, all flush with the Formica counter

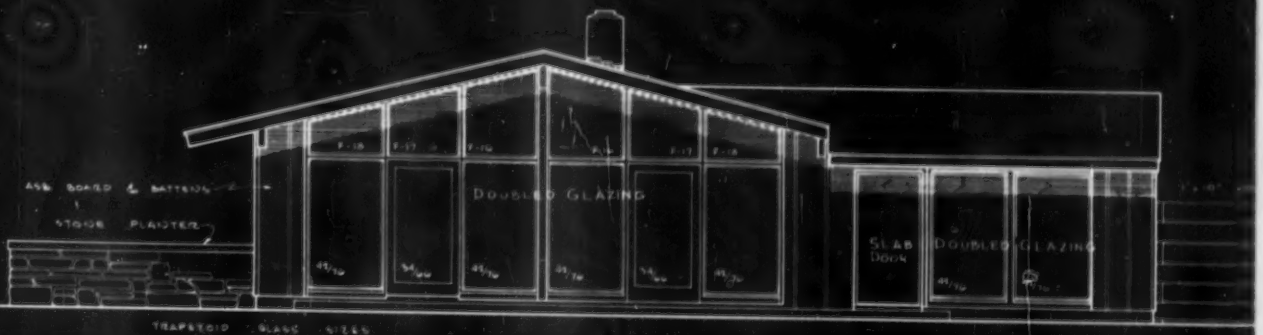


For information about complete one-quarter inch working plans of this house write *American Builder* Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.

SEE GATEFOLD BLUEPRINT FOR WORKING DRAWINGS ►



FRONT ELEVATION



REAR ELEVATION

SCALE 1/8" = 1'-0"



SECTION THRU

SCALE 1/8"

PULL OUT FOR FLOOR PLANS



FOUNDATION PLAN



ROOF & PLOT PLAN

SCALE



A A

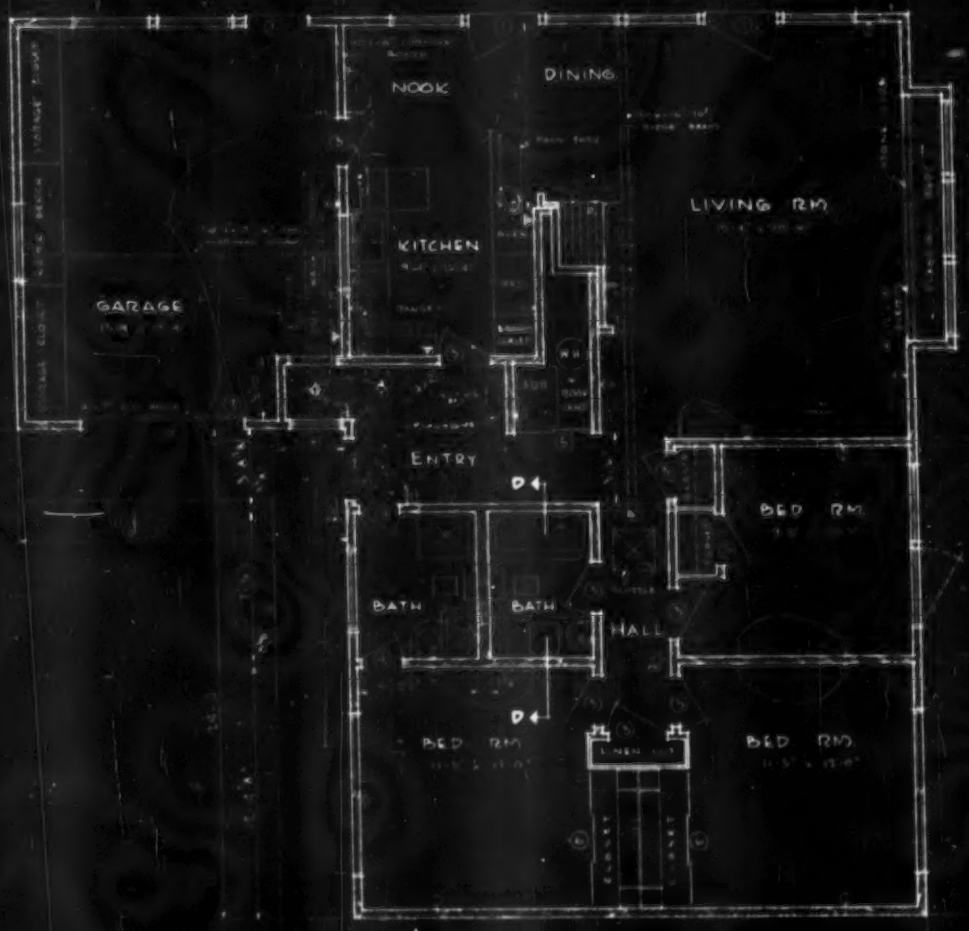
B B

C C

FOUNDATION SECTIONS

SCALE

1



FLOOR PLAN

SCALE



SECTION D-D

SCALE

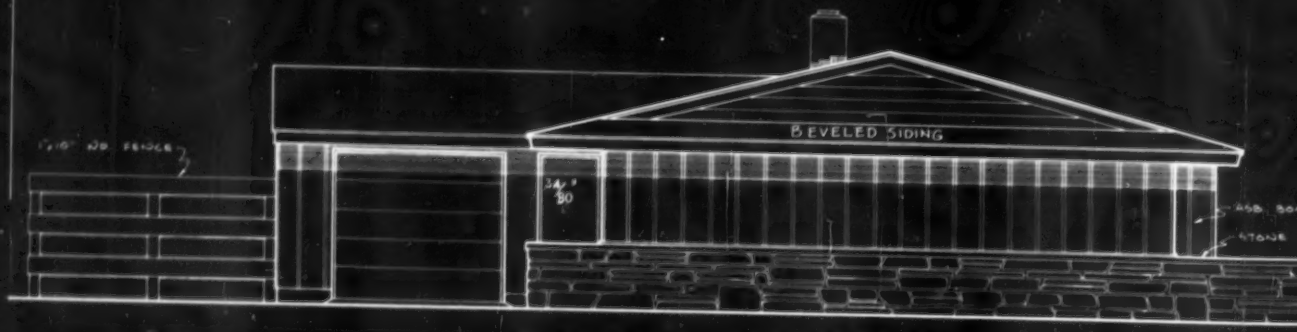
DESIGN Nº A.B. 215

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

SCHOLZ HOMES' INC.

TOLEDO OHIO



FRONT ELEVATION



REAR ELEVATION

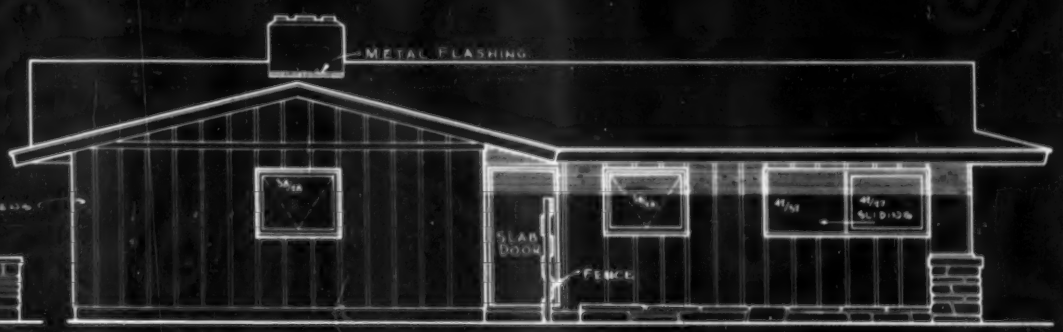
SCALE 1/8" = 1'-0"



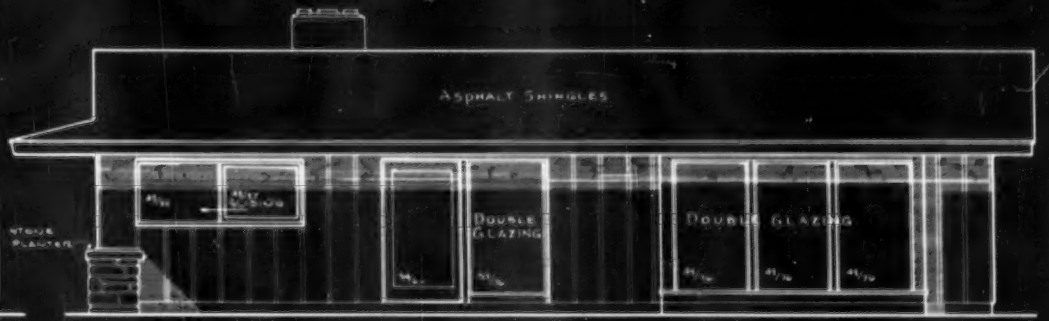
SECTION THRU GARA

SCALE 1/8" = 1'-0"

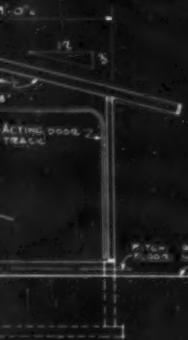
PULL OUT FOR FLOOR PLANS



LEFT SIDE ELEVATION



RIGHT SIDE ELEVATION



ARAGE

DESIGN Nº A.B. 215

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

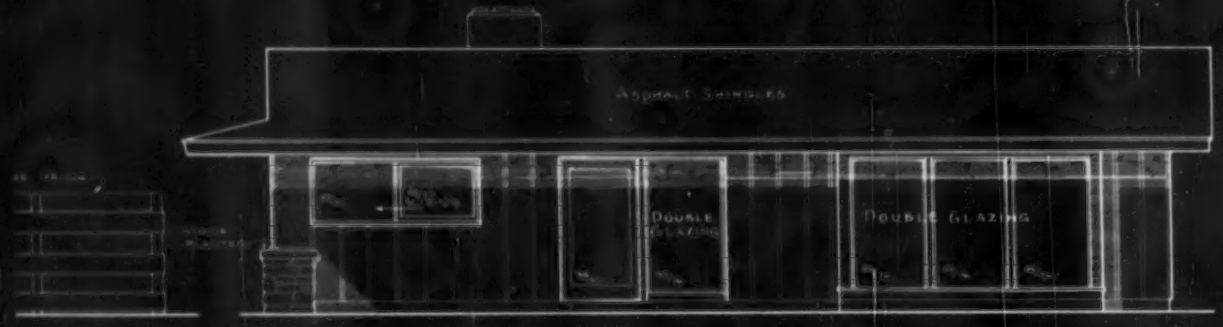
SCHOLZ HOMES INC.

TOLEDO OHIO

Simmons Boardman Pub. Corp. 79 W. Monroe St. Chicago, 3 Ill.



LEFT SIDE ELEVATION



RIGHT SIDE ELEVATION



ARAGE

DESIGN Nº A.B. 215

AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

SCHOLZ HOMES INC.

TOLEDO OHIO

Simmons Boardman Pub Corp 79 W Monroe St Chicago, 3 Ill

Quantity List of Materials

For American Builder Blueprint House No. 215

Scholz Homes, Inc., Designer

General Information

House — Type ..... combination frame-masonry
Area ..... 1,258 sq. ft.
Cube ..... 14,784 cu. ft.
Average height taken for cube was 12 feet
Garage — Area ..... 320 sq. ft.
Cube ..... 3,520 cu. ft.
Average height taken for cube was 11 feet

Excavating

Trench for foundation ..... 196 lin. ft.
Chimney and column footings ..... 1 chimney
11 column footings

Cement Work

Foundations .. 270 cu. ft. of poured concrete wall and pier footings
800 sq. ft. concrete block wall and piers
Concrete work ..... 1,500 sq. ft.
Thickness ..... 4 in.
Anchor bolts ..... 80 — ⅝"x15"
Waterproofing ..... 1,500 sq. ft. asphalt membrane and approx. 50 sq. ft. area in planter bed
Miscellaneous ..... 45 sq. ft. flagstone area at entry

Masonry

Type ..... brick and stone
Window sills ..... 50 lin. ft. stone sill at front
Chimney ..... 1'9"x3'9"x15'0"
Flue lining ..... Vitro tile
Cap ..... Cement
Fireplace ..... 1 required
Throat and damper 1
Lintels ..... 1 set
Miscellaneous ..... Flagstone hearth—12 lin. ft. stone curb at living-room planter bed

Millwork

Windows — Type ..... awning, sliding, stopped in
Windows glazed including trim ..... 2 — 42"x40"x29"
2 — 42"x29"x18"
Windows glazed including trim
Special trapezoid, fixed sash .... 2 — 42"x40"x29"
2 — 42"x51"x40"
2 — 42"x29"x18"
Sliding — double-glazed ..... 2 — 42"x27"
Awning-type — double-glazed ..... 2 — 38"x28"
Stopped-in — double-glazed ..... 9 — 42"x76"
1 — 32"x76"
(for doors) 3 — 34"x66"
1 — 34"x80"
2 — 42"x32"
Exterior doors ..... 3 — 3'6"x6'8"x1¾"
2 — 3'0"x6'8"x1¾"
Garage door ..... 1 — 8'0"x7'0"
Exterior millwork
Lattice ..... 6' high x 12 lin. ft. of 1"x10" board fence
Interior doors including jamb and trim
All flush 1⅜" mahogany ..... 9 — 2'6"x6'8"
2 — 2'0"x6'8"
2 sets of 3 each sliding doors ..... 6 — 2'4"x6'8"
1 set of 2 sliding doors ..... 2 — 2'0"x6'8"
Special interior millwork ..... 1 broom closet plus 2 sets of upper and lower kitchen cabinets
1 set special storage cabinets in garage
2 sets of wardrobes for bedrooms
1 lavatory cabinet in bathroom

Carpentry

Beam and girders ..... 1 — 6"x16"x26'0"
2 — 2"x12"x16'0"
4 — 4"x12"x14'0"
Foundation plates ..... 10 pcs. — 2"x6"x20'0"
13 pcs. — 2"x4"x16'0"
Joists for garage storage ..... 13 pcs. — 2"x6"x12'0"
Bridging for ceiling over bedrooms ..... 108 lin. ft. 1"x4"
Studding and plates ..... 48 — 2"x 4"x16'0"
100 — 2"x 4"x 8'0"
60 — 2"x 4"x16'0"
Ceiling joist — Over bedrooms ..... 36 — 2"x 6"x18'0"
Roof rafters ..... 32 — 2"x 6"x18'0"
52 — 2"x 6"x16'0"
16 — 2"x 6"x14'0"
Framing lintels ..... 3 — 2"x12"x18'0"
4 — 2"x12"x12'0"
1 — 2"x12"x 8'0"
Roof sheathing ..... ½" plywood — 73 sheets 4'0"x 8'0" or 2,336 sq. ft. total
Sidewall sheathing ..... 1,000 sq. ft. 25/32" thick insulating sheathing board
Sidewall materials .. ⅛" asbestos board — 1,000 sq. ft. required
Battens ..... 600 lin. ft. 1"x3"
55 sq. ft. 1"x10" beveled siding
Flooring — Asphalt tile ..... 194 sq. ft.
Carpeting ..... 765 sq. ft.
Ceramic tile ..... 77 sq. ft.
Exterior materials — Soffits .... ⅜" gypsum, 500 sq. ft. required
Eaves ..... 250 lin. ft. 1"x8" cornice, 250 ft. 1"x4" and moulding; 250 lin. ft. 1"x4" screened venting
Insulation:
144 lin. ft. of 24" wide by 1" thick Fiberglas perimeter insulation
1,600 sq. ft. medium thick Fiberglas roof and ceiling insulation
1,000 sq. ft. medium thick Fiberglas wall insulation

Sheet Metal

Flashing ..... At chimney and stacks plus 250 lin. ft. galvanized starter strip

Roofing

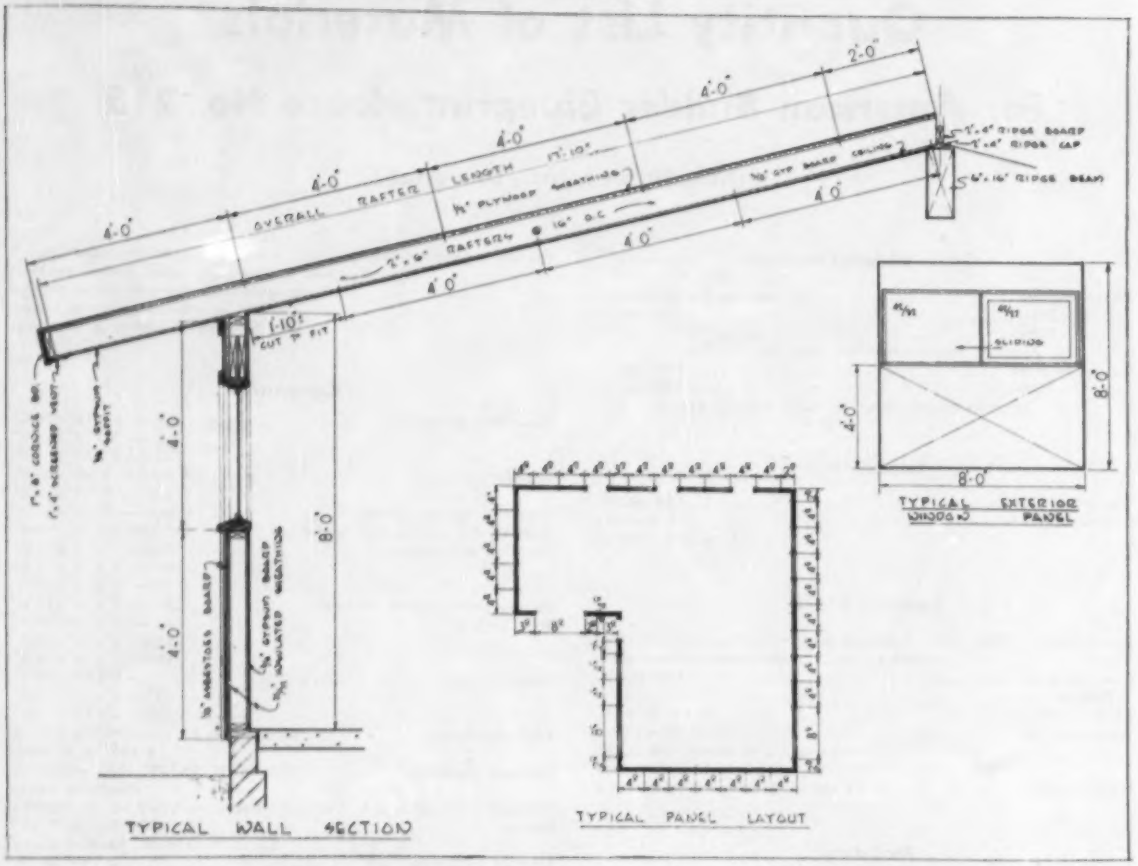
Type ..... Felt and asphalt shingles
Area ..... 24 squares of 15# felt
24 squares of 300" asphalt shingles
10 squares of 45# cap sheet

Interior Walls

Area to be covered — Walls .... 3,500 sq. ft. of ⅜" gypboard
Ceilings .. 1,600 sq. ft. of ⅜" gypboard plus special ribbed glass ceiling over baths and ceramic tile wainscot in baths

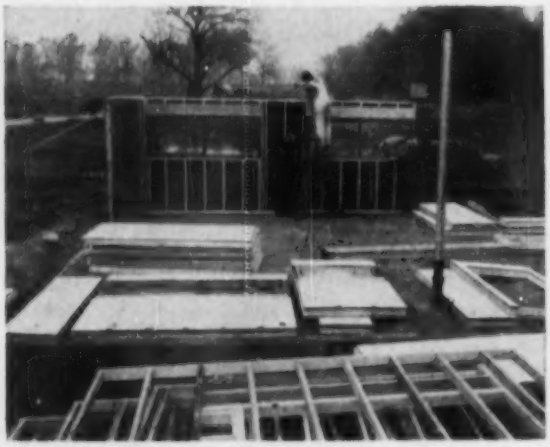
● *This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.*

This is how the complete house is built . . .

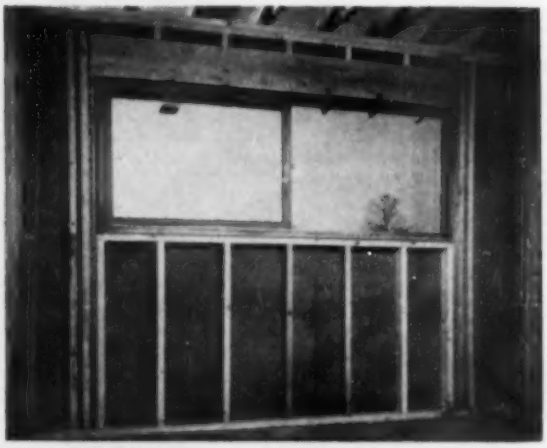


All the horizontal, vertical and roof framing members are based on a four-inch unit of measurement

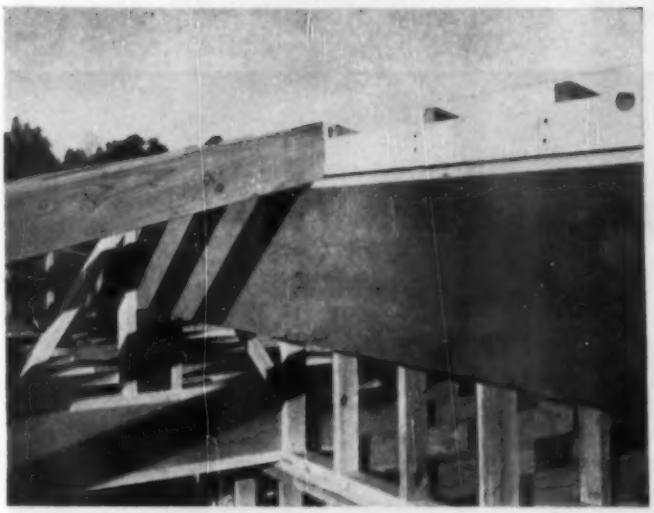
. . . It starts with modular planning

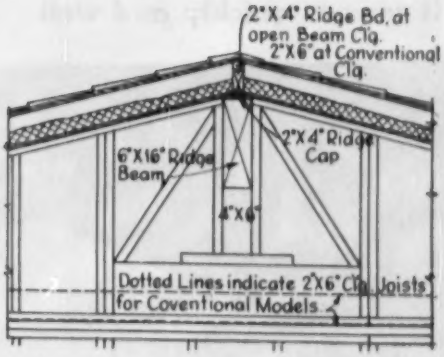


After the concrete work is in place, the wall panels are laid on the slab in their approximate positions. The job of erecting the panels is then quickly accomplished

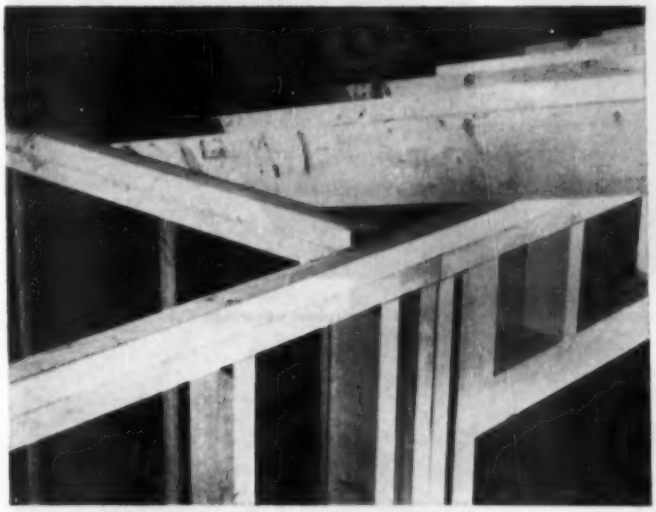


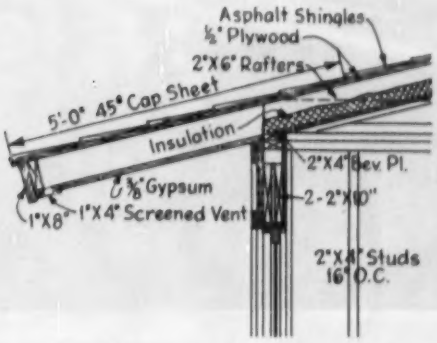
The sliding window panel assembly comprises two units of 4 by 8 feet each. The window unit includes the top header member, top plate and intermediate cripples. The lower unit consists of regularly spaced studs





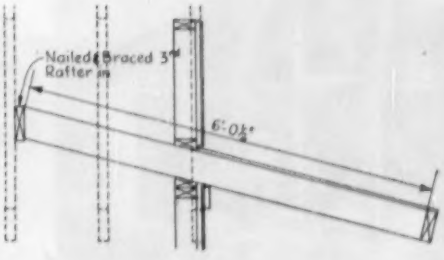
The horizontal component of the roof load is so low that it is unnecessary to make a birds-mouth cut on the rafters at the ridge. This is replaced with a continuous plate bevelled on the top surface to conform to the roof slope which is indicated on the drawing and photo





The top plate at eave line is bevelled in the same manner as above. The plate is cut at the mill and is installed in this way, reducing site labor time. This method encourages the use of inexperienced men because the rafter cutting job is omitted. On pitches of 3-12 or under the load is figured to be transmitted vertically





A hip roof effect is obtained on the lower part of the front gable end by using an assembled hip skirt. This skirt ties into a header member which is nailed to the side of the third rafter of the main roof. The hip skirt rafters are all made the same length. The gable end is framed on the hip skirt, using the same bevelled plate but reversed in position to bear on top of the hip skirt

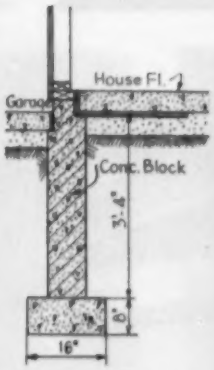
It frames quickly and well . . .



The structural profile of the house is clearly outlined by the window openings

. . . and adjusts to the indoor outdoor look





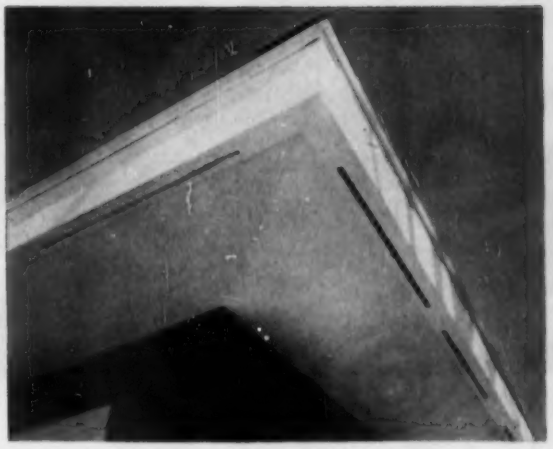


The framing starts with the 2x6-inch plate which is placed around the perimeter of the house after the foundation is poured. This is shown in the drawing above. The plate is shimmed and levelled to form a true guide for pouring the floor. Top surface of the plate is flush with the finished concrete. The portion of the plate that extends beyond the inside face of the wall studs is used as a nailing surface for the carpets. Balance of the wall is erected as a series of modular units

Framing of the roof and ceiling is done in the conventional manner except in the living-dining and kitchen area where the ceiling follows the slope of the roof. Time saving devices, such as joist hangars and metal bridging, are used throughout. A 16-gauge steel strap is used to connect rafters as shown in photo above



The framing for the fronts of the back to back closets is installed after the closet unit, which is made in the mill, is set up on the job. These are simple box assemblies containing shelves and shoe racks. The metal track for sliding doors is attached to the header before it is put in place



The screened vent in the soffit of the roof overhang consists of a 1x4-inch continuous member, which is built in the mill and then placed in position on the job. Slots are cut in this member at regular intervals and screened on the top side with copper screening



The moisture barrier, heating ducts and the 2x6 wood plate around the wall are shown in place preparatory to pouring the slab. The slab is poured to level with the top face of the plate. The close up view shows the new method employed by Scholz to keep the heating ducts from floating during the pouring of the slab. The concrete blocks, with the top face curved to the contour of the pipes, are wired to these ducts at regular intervals. The blocks also provide a space between moisture barrier and the ducts, thus allowing the concrete to flow freely and form a continuous shell





Neighborhood well-being. Three or four models, fully landscaped, are finished for exhibition as a group. Nobody has to imagine what the new neighborhood will look like. A model group is always on exhibition, all year around. Scholz holds lots to a minimum frontage of 75 feet (most are wider), carefully orients each house for maximum privacy and sunny exposures



To the eye of the buyer . . .

complete house merchandising looks like this



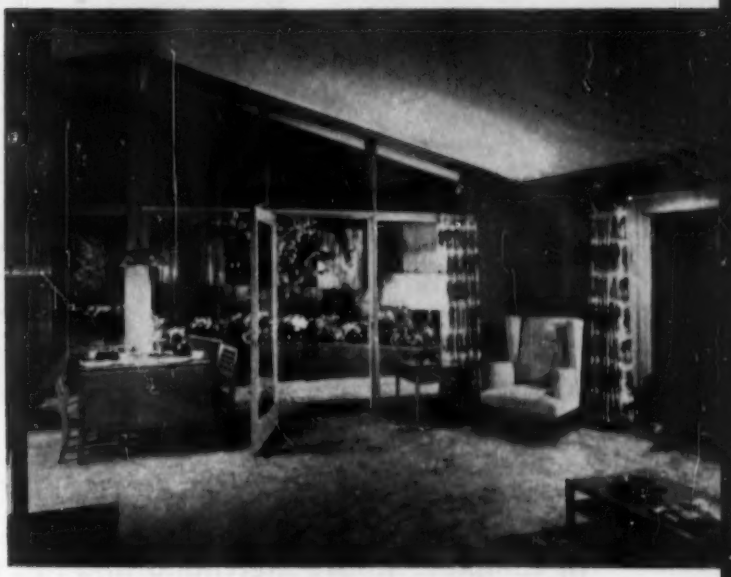
A landscaping plan. The landscape architect employed by the builder is connected with a nursery and works up a landscaping plan for each house. Since this planning is done on the basis of groups of houses, the average package price for shrubs will run from only $125 to $200, depending on the soil and size of the particular lot. This cost is included in the base price of the house



All kitchen appliances are in the package mortgage if a buyer wants it that way. And who wouldn't, with a kitchen styled as neatly as this one, in Philippine mahogany where "right" appliances are half the effect and effi-



A home, not just a house. Entering a Scholz model, Mrs. Buyer gets an exciting sense of everything smartly complete, down to the last chrysanthemum



Furniture in proper scale and style brings the rooms alive with that livability which every buyer is trying to see in his mind's eye. Not only that. By using pieces that are within a price bracket that matches the price of the house, furniture sales soar for the cooperating decorator. The Scholz rooms are done by the Imperial Wayside Furniture Co. of Toledo, are kept open 7 days a week from 10 a.m. to 9 p.m. Perfect maintenance is an absolute must

Don Scholz of Toledo sells his houses fast because he knows from experience that the more complete the package offered the buyer, the easier it is to sell. Each house is presented as a basic package complete in itself but to which can be added several additional layers of completeness for certain fixed amounts. All the buyer has to do is to decide which degree of completeness suits his situation best. In each model house is posted an analysis of that house in terms of the basic price and the complete package. Here's a sample:

(*Continued on page* 88)



Carpets and drapes are part of the package. This way, the builder can pass along real savings to the buyer. Wall-to-wall carpeting throughout this model in Bigelow-Sanford's "Castellana," with Ozite pad, costs the buyer $325 or about one-third the usual retail price. Drapes and curtains throughout, including traverse rods and labor of installing, cost the buyer only $320 as against about $1,000 otherwise. There are some 100 patterns and materials to choose from



ciency. Again, volume buying by the builder results in big savings on unit costs to the buyer. Laundry appliances, too, can be included







3-view mirror in bathroom The end panels swing forward by touchlatch action. They conceal twin medicine cabinets. **Luminous bathroom ceiling** is made by screening fluorescent tubes with panels of Corrulux which rest on a grid made of 1 by 3's. **Built-in clothes hamper** in vanity is a surprise item. This and all other cabinet work in the house is done in the Scholz Homes shop

In complete house merchandising . . . the sparkle of new ideas catches the buyer's eye . . . holds his attention

(Continued from page 87)

Young Modern Model		
$19,950 Base Price		
includes lot and complete landscaping		
$3,950 Down on	**F.H.A.**	
$1,000 Down on	**V.A.**	
Bigelow carpet as shown	**$525**	**Adtn.**
Drape package as shown	**$320**	"
Scholz air conditioning	**$695**	"

In support of model house exhibition, Scholz uses a close-hauled advertising program which concentrates on Sunday newspaper display ads and TV spots. The display ads focus the spotlight on the new neighborhood (not on the builder) and particularize the story by running a photograph of the house selected for featuring that week, including price and financing data.

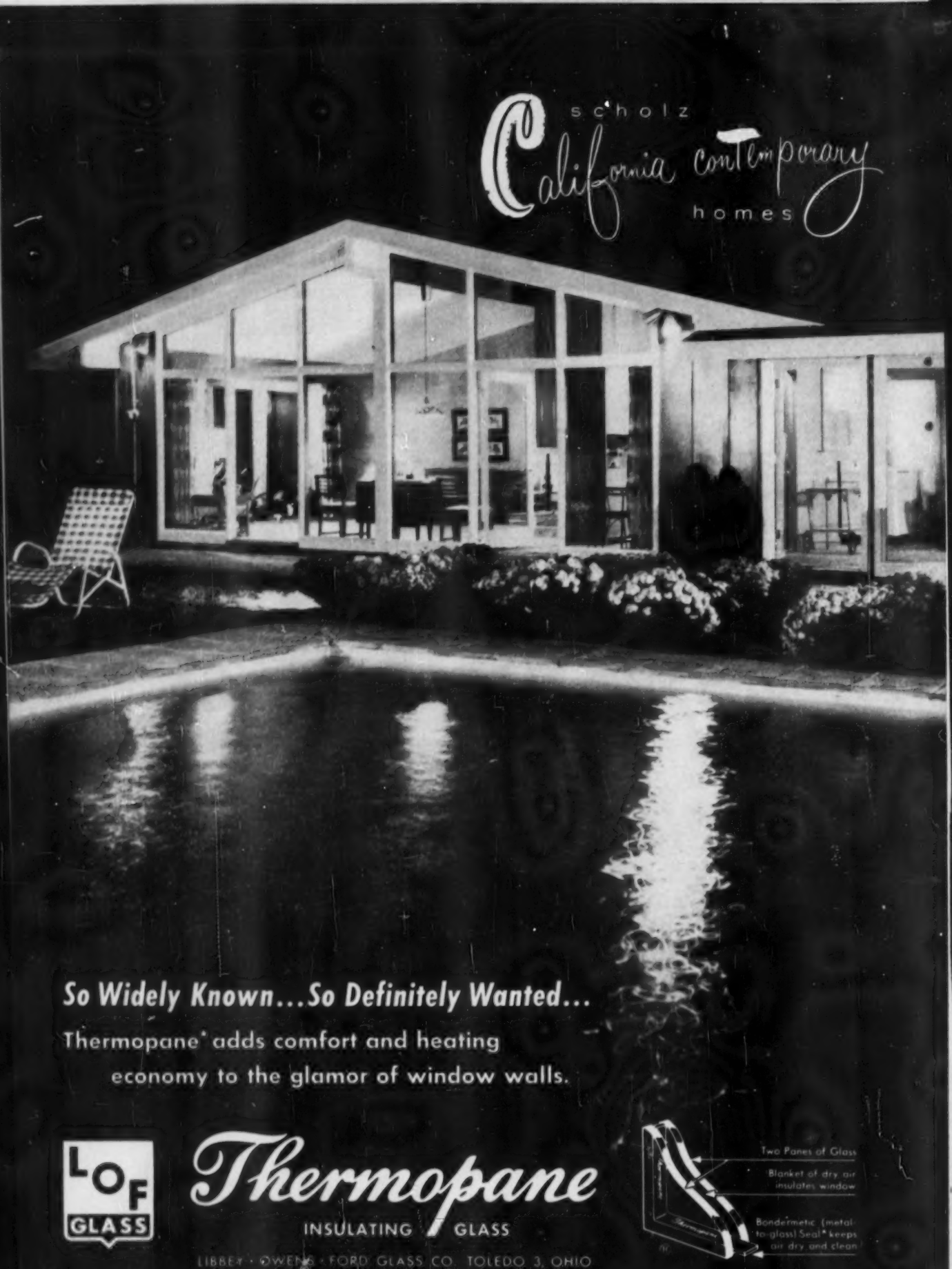
Just before a new group of models is opened, newspaper columnists are supplied with full information, and a preview party is arranged for key people from the city's building department, from lending institutions, newspapers, radio and television studios.

Scholz uses a 10-minute news telecast on Saturday nights at 10 p.m., three minutes of which are given to the showing of pictures of the Scholz houses with a running commentary about them. This costs $180 a week and has proved its punch as a sales booster.



A garage that can be almost anything The glass wall on its terrace side opens up the garage attractively as playroom, workshop, laundry, and/or entertainment center. Storage space, too, is in the picture in a fresh way. About one-third of the ceiling is left open, while the remaining ceiling is normal, making a loft which accommodates some 340 cubic feet of storage . . . Built-in cupboards along one wall have touchlatch action, counter in center for work space


scholz
California contemporary for 1955
homes
SEE THE NEW MODELS IN CHICAGO
All photographs by James T. Strong Studio, Toledo, Ohio
scholz homes, incorporated
2001 N. WESTWOOD, TOLEDO 7, OHIO
Transportation will be furnished during the NAHB Convention to the Scholz 1955 models in Lake Forest—Chicago's most exclusive North Shore suburb. Tours start from the Scholz exhibit, Third Floor, Hilton Hotel.



So Widely Known...So Definitely Wanted...

Thermopane® adds comfort and heating economy to the glamor of window walls.

LOF GLASS

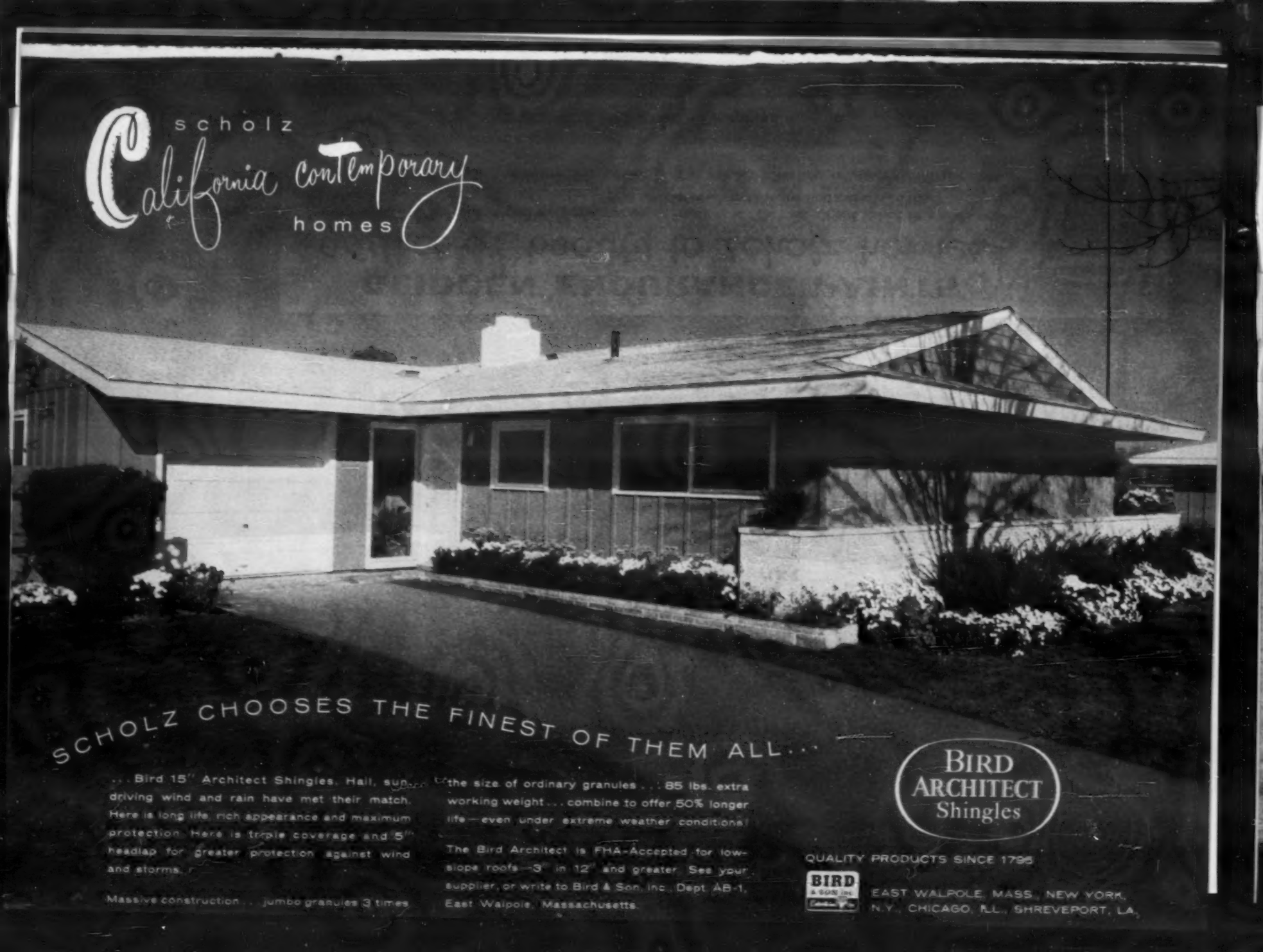
Thermopane

INSULATING GLASS

LIBBEY · OWENS · FORD GLASS CO. TOLEDO 3, OHIO


scholz
California contemporary
homes
Tough SISALKRAFT
USED TO PROTECT AGAINST MOISTURE
Quality building paper for multiple uses
in construction—Widths from 9 to 26½
AMERICAN SISALKRAFT CORPORATION
New York 17 • Chicago 6 • San Francisco 5


scholz
California contemporary
homes
1955 Scholz Homes feature the new Canary Yellow G-E kitchen with dishwasher, combination washer-dryer, and Textolite top in walnut finish in Young Modern and Economy Contemporary series.
QUALITY THAT HOME BUYERS CAN APPRECIATE
A colorful, attractive kitchen is an important factor in the successful merchandising of homes.
Add the quality and prestige accorded General Electric kitchen and laundry equipment, and the ensemble becomes a major factor in merchandising.
The quality in the G-E products indicates the quality of the whole house . . . adds to your prestige as a builder of quality homes.
Whether you build three homes a year or 300, your G-E Major Appliance Distributor will be glad to work with you from the blueprint stage to the closing of the sale.
Kitchen Unit Planning, General Electric Company, Appliance Park, Louisville 1, Kentucky
GENERAL ELECTRIC


scholz
California contemporary
homes
SCHOLZ CHOOSES THE FINEST OF THEM ALL...
. . . Bird 15" Architect Shingles. Hail, sun, driving wind and rain have met their match. Here is long life, rich appearance and maximum protection. Here is triple coverage and 5" headlap for greater protection against wind and storms.
Massive construction . . . jumbo granules 3 times the size of ordinary granules . . . 85 lbs. extra working weight . . . combine to offer 50% longer life—even under extreme weather conditions!
The Bird Architect is FHA-Accepted for low-slope roofs—3" in 12" and greater. See your supplier, or write to Bird & Son, Inc., Dept. AB-1, East Walpole, Massachusetts.
BIRD ARCHITECT Shingles
QUALITY PRODUCTS SINCE 1795
BIRD & SON, INC.
EAST WALPOLE, MASS., NEW YORK, N.Y., CHICAGO, ILL., SHREVEPORT, LA.



GLIDDEN ENDURANCE PAINTS

add color beauty to scholz homes

Scholz selected Glidden for quality, performance, appearance!

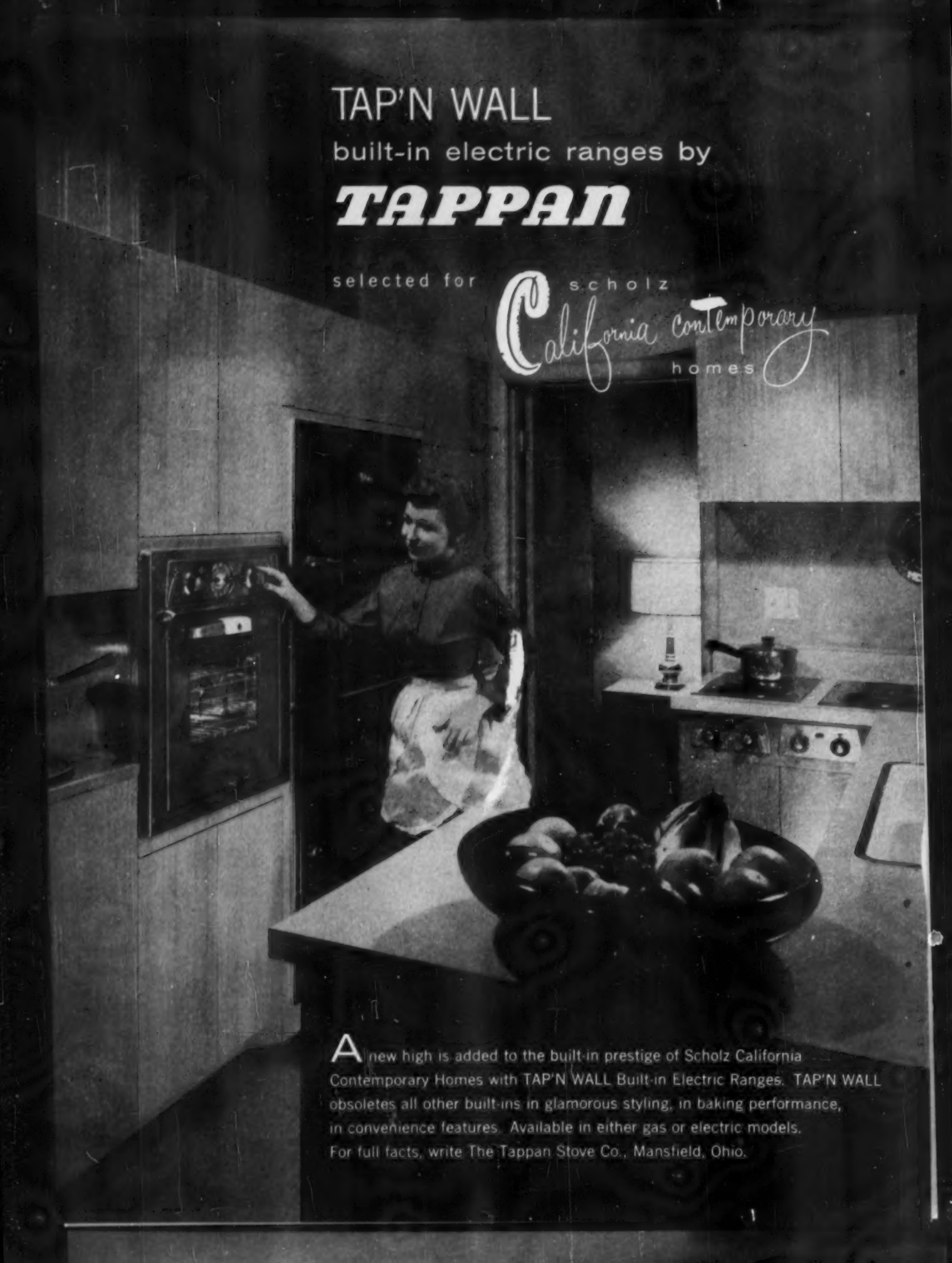
The exteriors of these fine homes are first primed with SPRED Primer-Sealer, a positive binder that improves the hiding power and appearance of the finish coat. They are then finished in a wide variety of modern Glidden Endurance Colors.

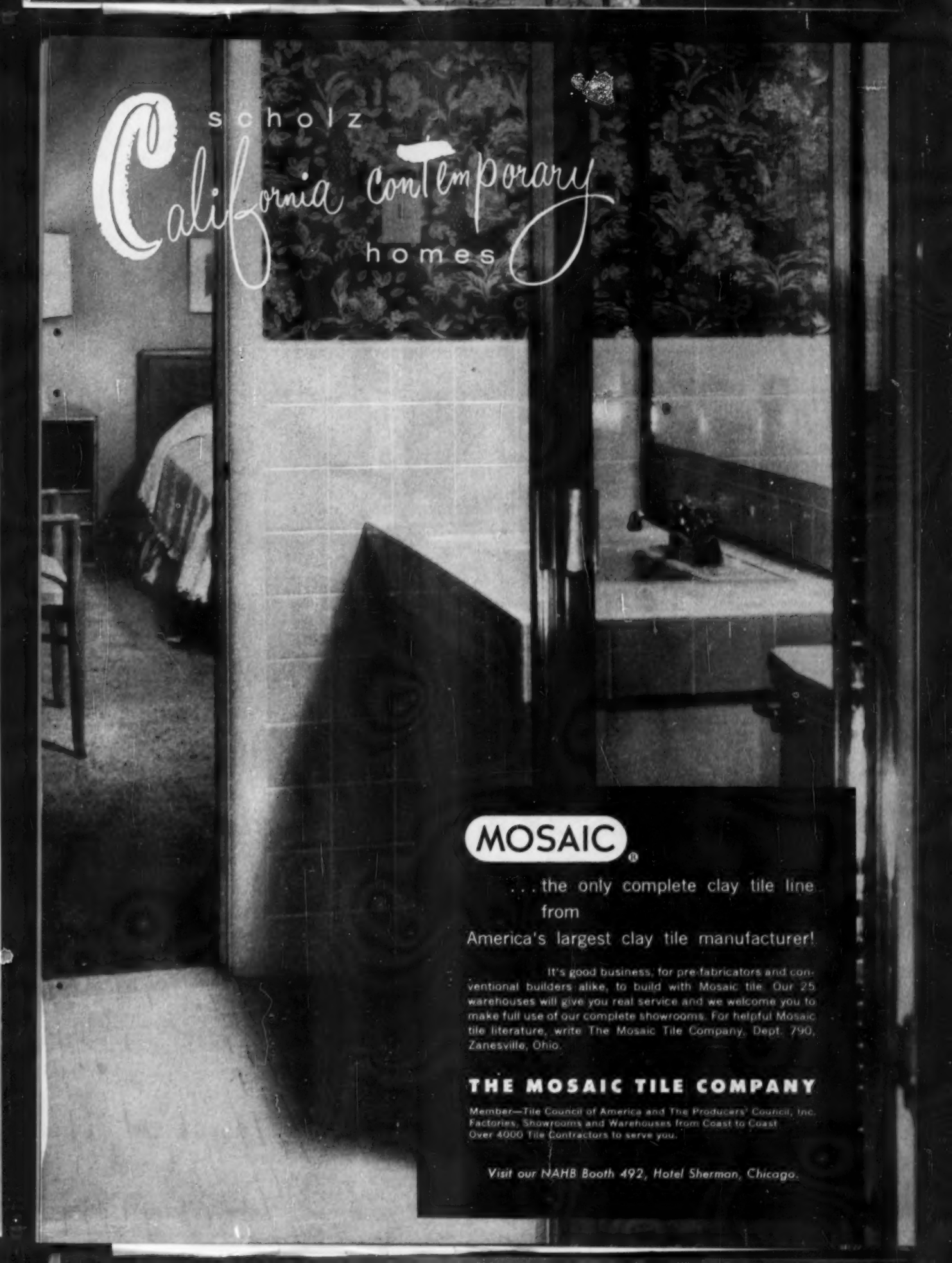
The perfect blending of these Glidden colors in any Scholz neighborhood invites customers, pleases buyers and adds to the value of each home.

QUALITY Glidden PRODUCTS

THE GLIDDEN COMPANY • Cleveland 2, Ohio


scholz
California contemporary
homes
built with J-M ASBESTOS FLEXBOARD® as exterior side walls
• Johns-Manville Asbestos Flexboard offers advantages never before combined in a single building material.
The large 4' x 8' asbestos-cement sheets are easy to handle, can be nailed without drilling, worked with ordinary carpenter's tools, and, if necessary, flexed to fit curves.
Made of completely inert materials, Flexboard won't rot, rust or burn. It is hydraulically re-pressed for extra strength and toughness.
For complete information about Flexboard write Johns-Manville, Box 111, New York 16, N. Y.
JM
Johns-Manville


TAP'N WALL
built-in electric ranges by
TAPPAN
selected for
scholz
California Contemporary
homes
A new high is added to the built-in prestige of Scholz California Contemporary Homes with TAP'N WALL Built-in Electric Ranges. TAP'N WALL obsoletes all other built-ins in glamorous styling, in baking performance, in convenience features. Available in either gas or electric models.
For full facts, write The Tappan Stove Co., Mansfield, Ohio.


scholz
California Contemporary
homes
MOSAIC®
. . . the only complete clay tile line from America's largest clay tile manufacturer!
It's good business, for pre-fabricators and conventional builders alike, to build with Mosaic tile. Our 25 warehouses will give you real service and we welcome you to make full use of our complete showrooms. For helpful Mosaic tile literature, write The Mosaic Tile Company, Dept. 790, Zanesville, Ohio.
THE MOSAIC TILE COMPANY
Member—Tile Council of America and The Producers' Council, Inc.
Factories, Showrooms and Warehouses from Coast to Coast
Over 4000 Tile Contractors to serve you.
Visit our NAHB Booth 492, Hotel Sherman, Chicago.



featuring MATICO CONFETTI® tile flooring

Patent Pending

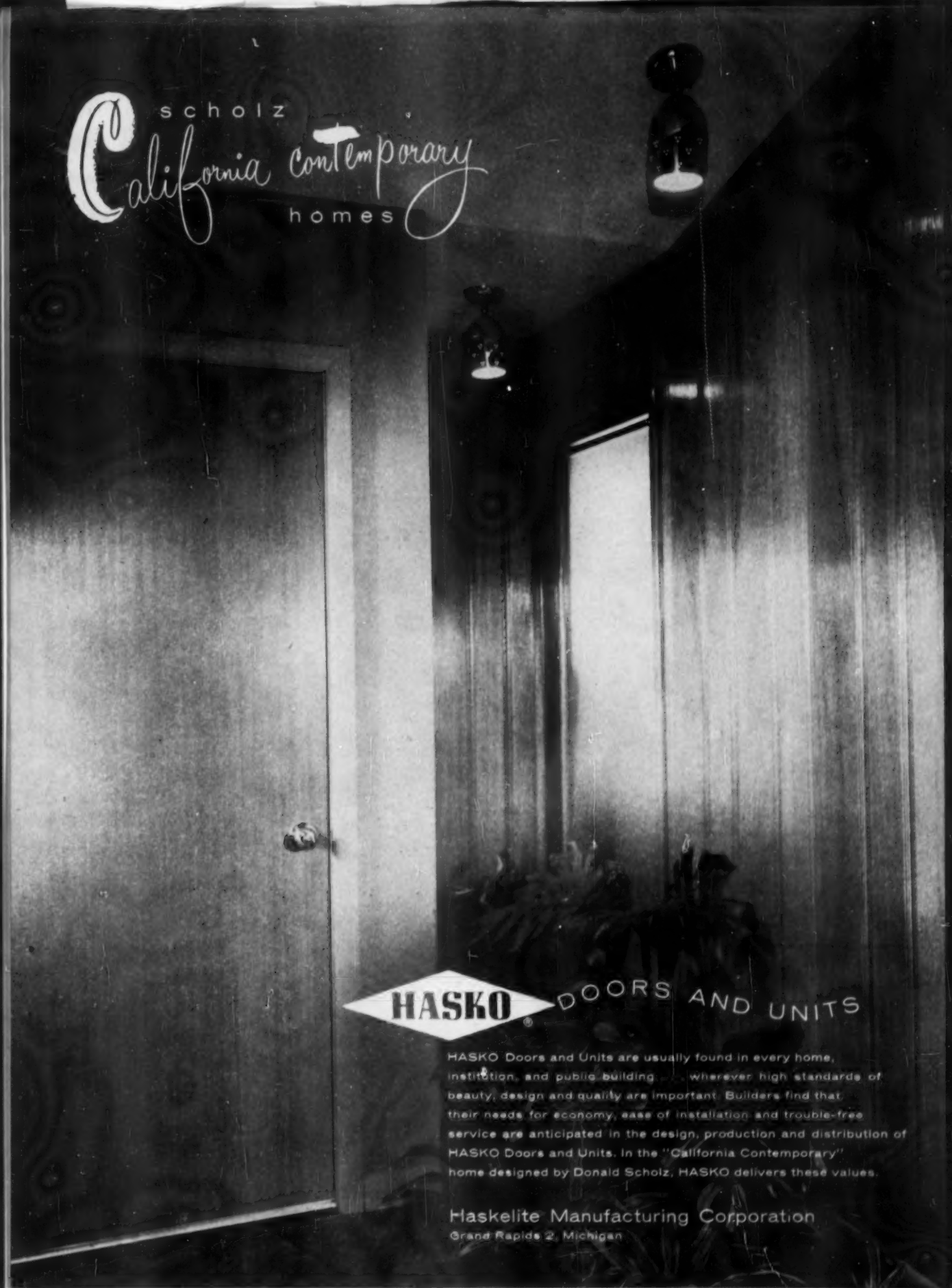
The sparkling beauty of colorful MATICO Confetti Tile Flooring is a definite aid to sales in the striking Scholz California Contemporary Home. Available in 10 fresh, bright colors. Confetti goes perfectly with any color scheme or style of architecture. Long-lasting, easy to clean, easy to install, it's priced right in line with regular asphalt tile.

QUALITY CONTROLLED
MATICO PRODUCTS
Guaranteed by Good Housekeeping

MASTIC TILE CORPORATION OF AMERICA

Joliet, Ill. • Long Beach, Calif. • Newburgh, N. Y.

Manufacturers of: Aristoflex • Confetti • Parquetry
Asphalt Tile • Cork Tile • Plastic Wall Tile


scholz
California contemporary
homes
HASKO
DOORS AND UNITS
HASKO Doors and Units are usually found in every home, institution, and public building . . . wherever high standards of beauty, design and quality are important. Builders find that their needs for economy, ease of installation and trouble-free service are anticipated in the design, production and distribution of HASKO Doors and Units. In the "California Contemporary" home designed by Donald Scholz, HASKO delivers these values.
Haskelite Manufacturing Corporation
Grand Rapids 2, Michigan

scholz

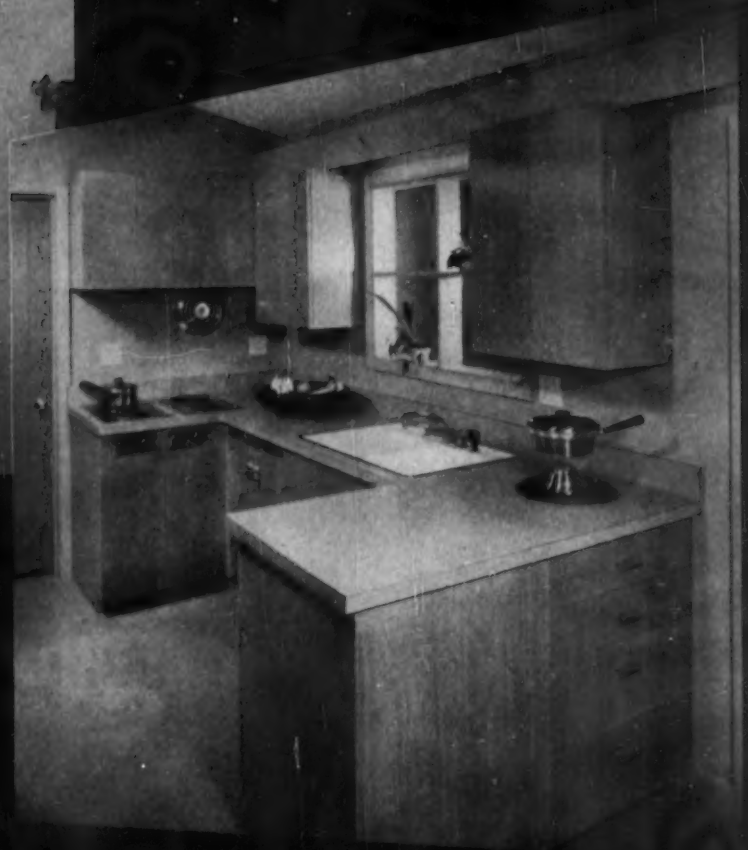
California Contemporary homes

FEATURE

FASCO

VENTILATING FANS





"We believe our builders always benefit by using brand names of recognized quality. FASCO is our choice for ventilating fans," says Donald Scholz, President, Scholz Homes, Inc. FASCO fans are a part of every Scholz home in the beautiful Lincolnshire project in Toledo, Ohio, and are recommended by Scholz representatives selling Scholz Homes to builders in 36 states.

MANUFACTURERS OF THE ONE COMPLETE LINE OF VENTILATING FANS

FASCO
INDUSTRIES, INC.

315 AUGUSTA STREET
ROCHESTER 2, N. Y.

scholz

California contemporary homes .... use

philippine mahogany

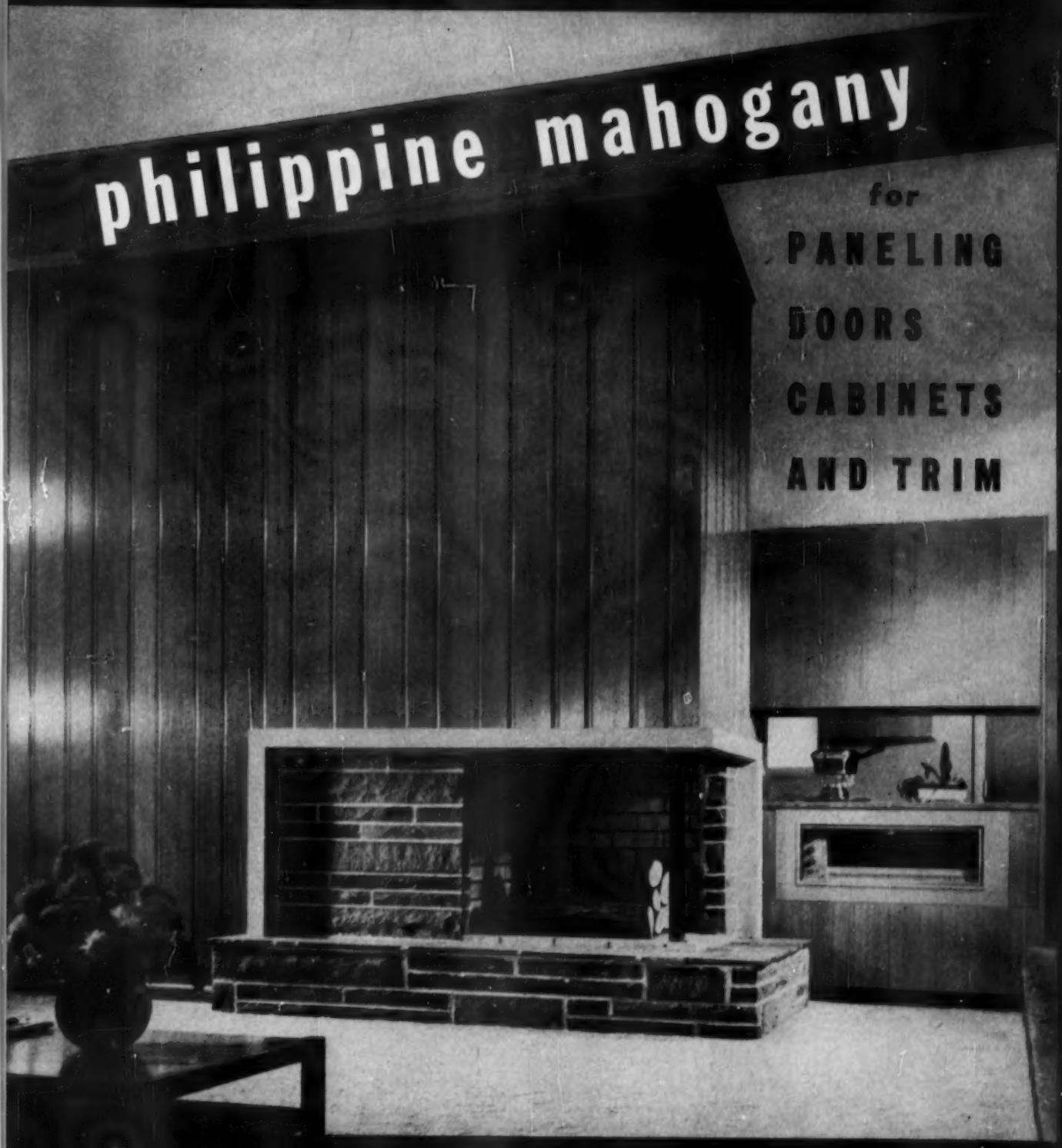
for

PANELING

DOORS

CABINETS

AND TRIM

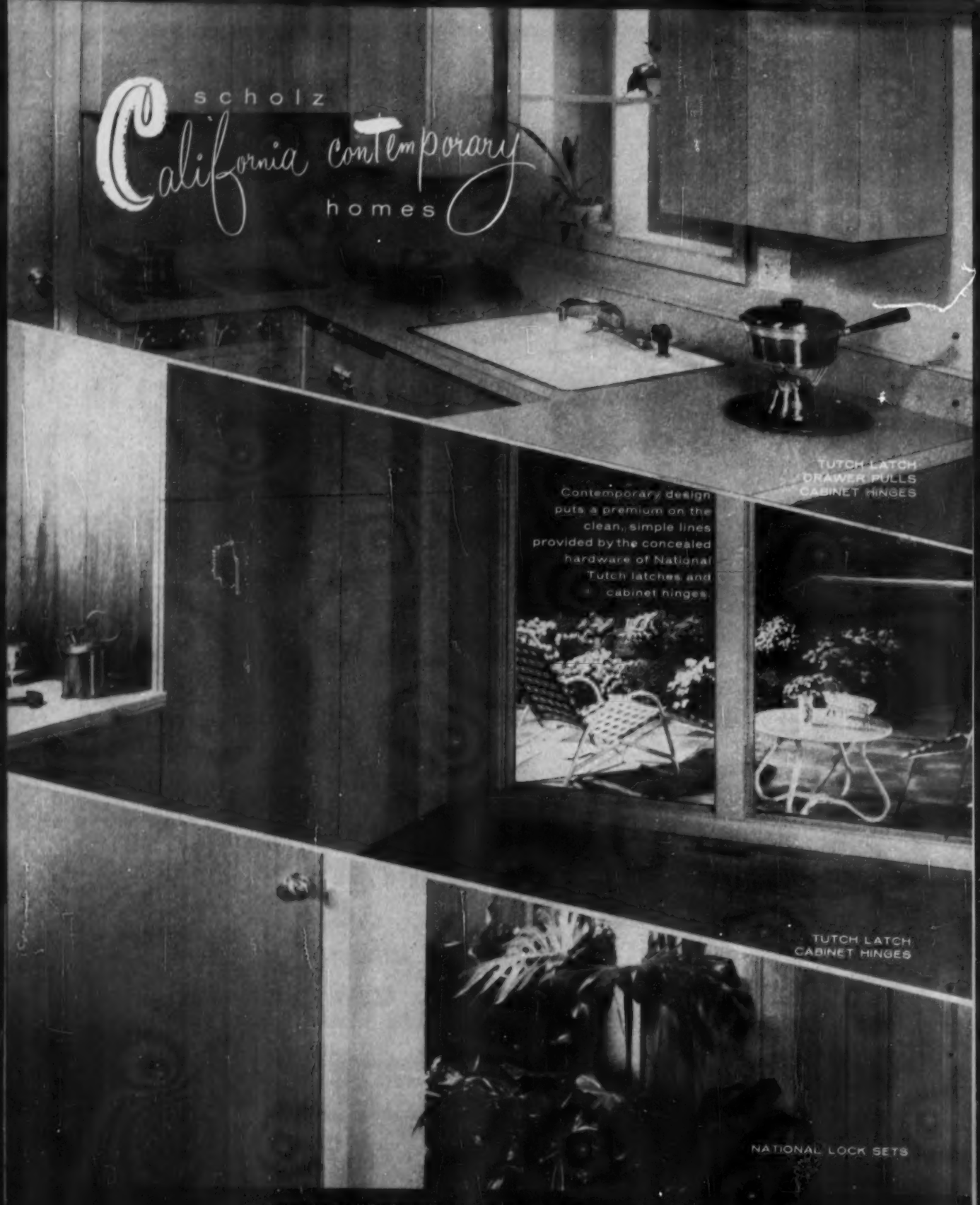


Write for literature about this beautiful tropical hardwood

PHILIPPINE MAHOGANY ASSOCIATION, INC.

Dept. AB, 111 W. Seventh St., Los Angeles 14, Calif.

PHILIPPINE LUMBER PRODUCERS ASSOCIATION, INC., Manila



The very latest in distinctive hardwares skilfully created by National Lock.

CABINET HARDWARE • NATIONAL LOCK SETS • BUILDER'S HARDWARE

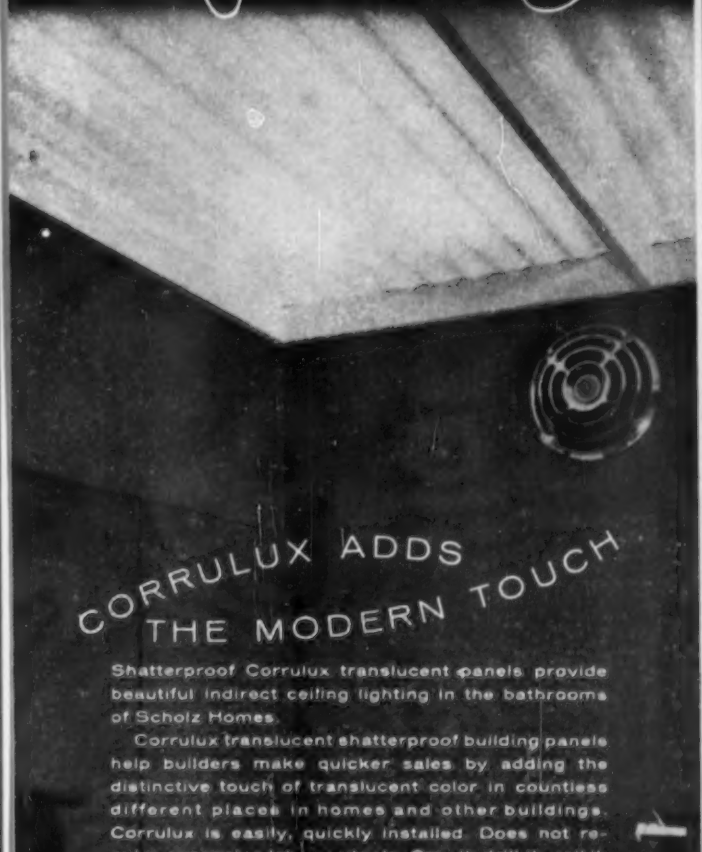
FORGED IRON HARDWARE • SASH HARDWARE • CABINET LOCKS

N NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division

scholz

California contemporary homes



CORRULUX ADDS THE MODERN TOUCH

Shatterproof Corrulux translucent panels provide beautiful indirect ceiling lighting in the bathrooms of Scholz Homes.

Corrulux translucent shatterproof building panels help builders make quicker sales by adding the distinctive touch of translucent color in countless different places in homes and other buildings. Corrulux is easily, quickly installed. Does not require expensive labor or tools. Saw it, drill it, nail it.

Write for free folder showing new Corrulux colors. It's full of new installation ideas.



Corrulux®

Address: Dept. A

L-O-F GLASS FIBERS COMPANY
P. O. Box 20026, HOUSTON 25, TEXAS

scholz

California contemporary homes



ILLUSTRATED: A Frantz 5-Section Overhead Garage Door with the exclusive, patented "Safety-Catch" that has won wide acclaim.

The smart low sweep of Frantz Overhead Garage Doors fittingly accents the beauty of Scholz Homes. Harmony of design and a notable ease of operation combine to produce a door that is First Choice with hundreds of dealers and their builder customers. Frantz offers over 35 models, designs, and sizes in Rigid and Sectional Overhead Doors, and Door Hardware Sets—an unsurpassed wealth of variety for every builder who wants economy, yet who appreciates the selling advantage of true built-in prestige.

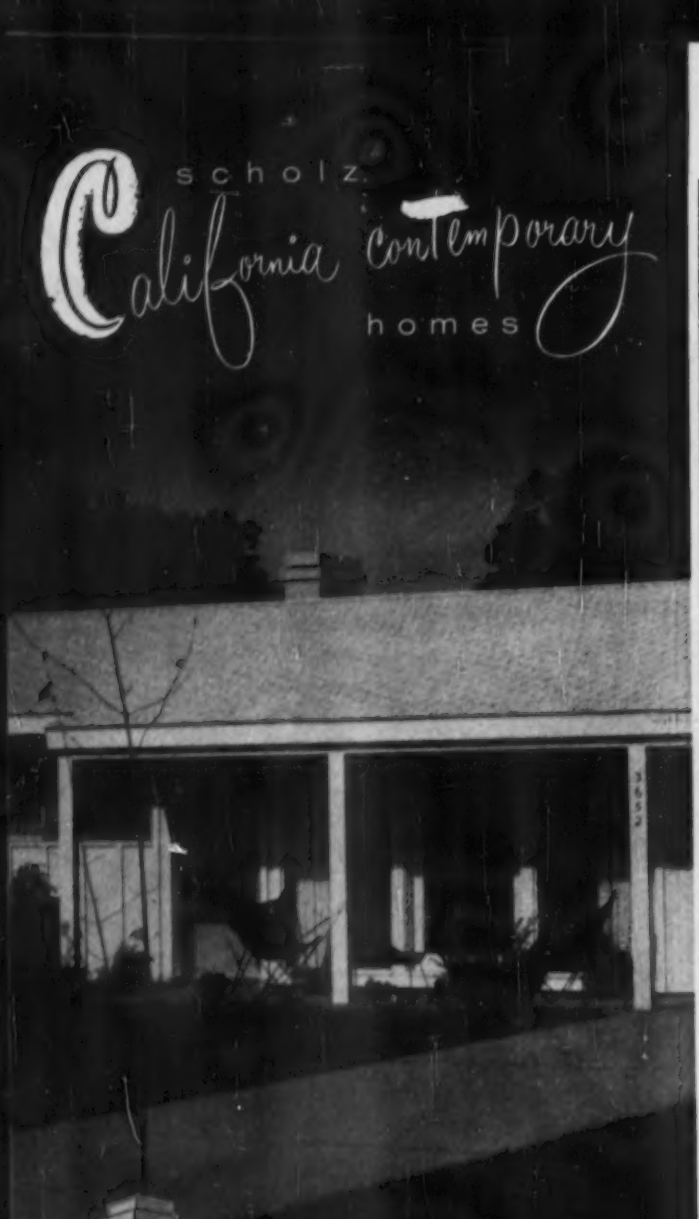
FRANTZ

OVERHEAD GARAGE DOORS

FRANTZ MANUFACTURING COMPANY
STERLING, ILLINOIS

scholz

California contemporary homes





Majestic

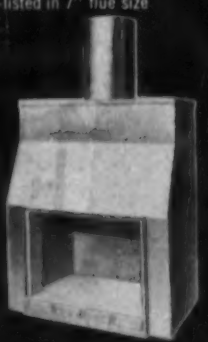
THULMAN UNITS

—CHIMNEY and FIREPLACES—

- Lightweight sectional chimney one man can erect
- Vitreous liner, aluminum casing outlast the house
- Now made and UL-listed in 7" flue size

A factory-fabricated, all-metal, wood-burning fireplace which, like its Thulman Chimney, has ample clearance to combustibles built into its construction. No masonry is needed.

Sturdily built of metal sections, the chimney hangs on the framing members of the building. One man can erect both units easily. Patented construction makes them safe and efficient. Both are approved by UL for 1 or 2-story homes.



The Majestic Co., Inc. 452 ERIE STREET HUNTINGTON, INDIANA

Revolutionary New

REVCO BILT-IN

Freezer and Refrigerator



(ELIGIBLE UNDER FHA)

Add charm and sales appeal to the homes you design and sell!

Complete flexibility of arrangement



Over-and-under



Side-by-side



Multiple groupings

Two appliances for little more than the price of one—providing 14.6 cu. ft. of food storage space!

This marvelous space-saving idea includes a 6.3 cu. ft. separate freezer, and an 8.3 cu. ft. refrigerator—both built-in, out of the way.

No installation problems! Revco Bilt-Ins tuck away into any kitchen. The refrigerator gives you completely automatic defrosting—shelves in the door—space for the tallest bottles or smallest packages. The freezer holds up to 210 pounds of frozen foods—with open style shelves for fastest freezing, and handy roll-out drawer plus amazing REVCOLD FREEZING ACTION.

Choose your colors—for modern harmony and beauty

Plan to include these wonderful Revco Bilt-Ins in new homes or kitchen remodeling. Finished in stainless steel, antique copper, white, buttercup yellow—also can be painted to match kitchens.

Architects! Builders! Contractors! Send for information

Write Revco, Inc., Dept. B1, Deerfield, Mich. for name of nearest distributor.

Revco

makers of famous Revco Food Freezers

On display . . . NAHB Convention • Space 355 • Conrad Hilton


Completely new...
Fully automatic...
The Calculator that PRINTS!
Here, at last, is the calculator that combines fully automatic action with printed results. No figurework problem is too complex for the new Model 99 Printing Calculator to handle with ease and accuracy.
The services of this great machine can completely revitalize your statistical, accounting, or other figurework departments. Write for free booklet No. C669, Room 1189. 315 Fourth Ave., New York 10.
Remington Rand



60,000 Knoxville residents visited house, weren't disturbed by massive members

'Concrete bent' construction enters the housing field

People liked this completely

This is how it is put together—



Concrete footings, 24x24x12, are spaced every 10'8" on center along building's perimeter. Bents are anchored to footing with heavy bolts



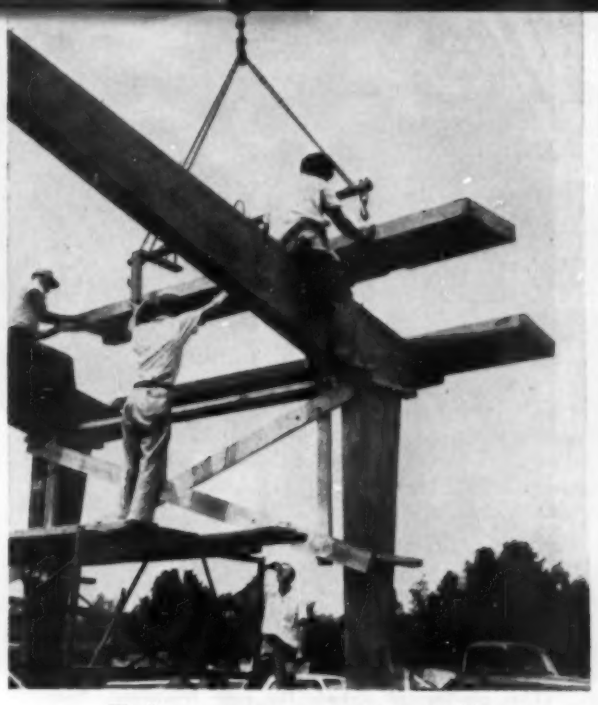
Crane and four men raised the entire concrete bent structural system and the roof slabs in 12 hours. Others shown in the photograph are VIP's



Workman tightens tie rod connecting bottoms of the bents. This relieves thrust on footing and anchor bolts. Footing takes only vertical load



One bent is in place and the second one has been started. Bents are three hinge arch with points of arch at each footing and top center where the two members join



Workmen maneuver pre-cast roof slab

fireproof house

This year's National Home Week show-stopper in the Knoxville, Tenn., Parade of Homes was a forward looking "concrete bent" house. A complete departure from standardized materials and construction, it was not, however, an attempt at the unusual, but a plan to achieve better architecture at lower cost for fireproof construction. This long has been a dream of Millard R. Warren, vice president and general manager of Southern Cast Stone Co. of Knoxville, and one of the country's leaders in concrete masonry techniques.

Collaborating in the venture was Knoxville builder Martin L. Bartling, Jr., head of NAHB's Construction Committee. Beyond engineering problems, Bartling saw the need for a vastly different design approach and called upon Architect Bruce McCarty, also of Knoxville.

Until now, most fireproof construction had been in the flat roof category. With the bent, and its special connections designed by Warren, the architect now has far greater design possibilities.

Bent construction is not new. Thousands are using it in heavy construction. However, concrete bent application design is a forward step in the housing field.

MASONRY MANUFACTURER:
Southern Cast Stone Company
Knoxville, Tenn.

BUILDER:
Martin L. Bartling, Jr.
Knoxville, Tenn.

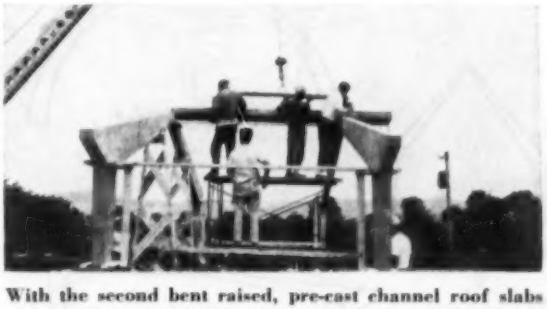
ARCHITECT:
Painter, Weeks & McCarty
Knoxville, Tenn.



Bents are connected at the ridge with male and female connectors. Each half of the concrete bent was raised separately and connected



Drift pins dropped through pre-cast holes tie the bents together. Complete bent weighs 32,000 pounds and is engineered for 30 pound roof load



With the second bent raised, pre-cast channel roof slabs are lifted into position. Steel dowels in the bent hold the roof slabs



Warren installs temporary brace to provide nailing surface for temporary 2x4 spacer. Bents are cast of lightweight concrete, 100 lbs. per cu. ft. with 500 lb. p.s.i.



Temporary 2x4 spacer holds bent to correct distance for positioning of roof slabs



Only one more channel roof slab remains to be installed to complete first section



At this stage—bents up and roof on—local residents "guessed" the structure was a tobacco warehouse, airplane hangar, subdivision pavilion for picnics. Shed-like shelter permits other crafts to complete structure without delays caused by weather. Lateral stability of bents is obtained from the masonry wall between. Transverse stability is obtained through three-hinge action of the bents

Concrete bent shell costs $2.90 per square foot

Here are Builder Bartling's figures, including labor and materials, for the shell of the house:

	Per Sq. Ft.
Bent, footing, tie rods, roof slabs	$1.15
Walls, including insulation and precast sills	0.65
Terrazzo floor	0.65
Two-inch rigid insulation and 3-ply built-up marble chip roof	0.45
TOTAL for erected shell	$2.90



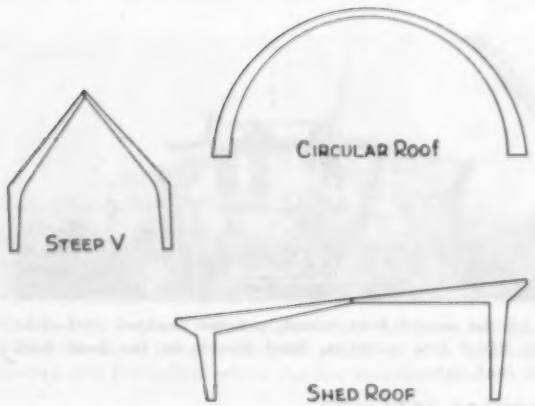
This photograph details the eave treatment. Note the bent, pre-cast channel slab roof, non-bearing exterior wall, and the glass area above

Architecture has plus

Conforming to a rigid module seemed to have a stifling influence on flexibility and appearance at first, but as the masonry-builder-architect team progressed with the project, interesting new architectural patterns and features began to take shape.

Exposed structural members, inside and out, captured imaginations of the 60,000 Knoxville citizens who inspected the house. Exposed undersides of the precast channel roof deck slabs were enhanced in appearance by leaving ⅜ of an inch space be-

Concrete bents can





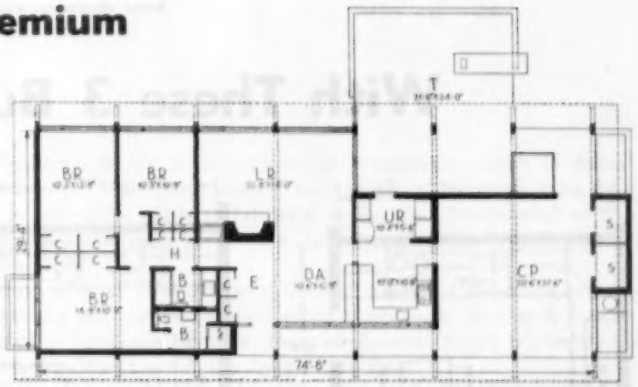
Photographs by
Paul T. Fogarty, Jr.,
Knoxville, Tenn.

Massive fireplace, deeply patterned ceiling, both an off-white color, contrast effectively with mahogany stained birch plywood paneling in living area

features at no added premium

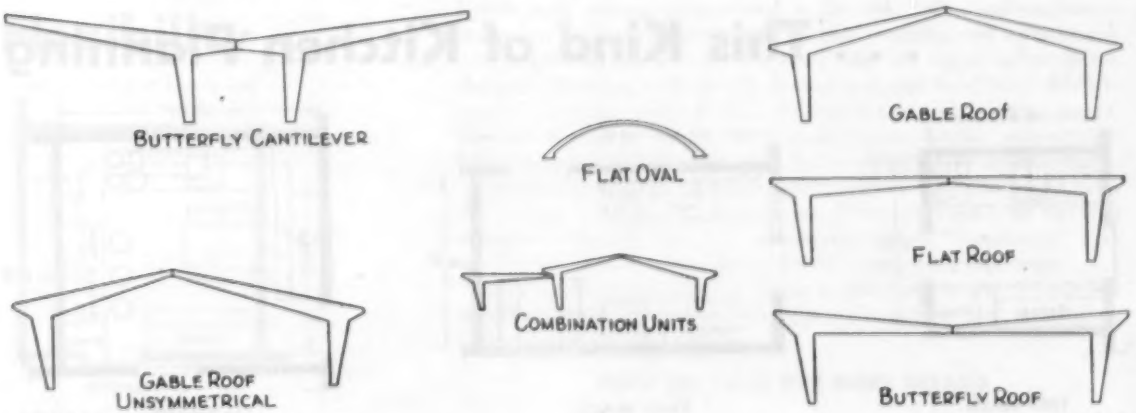
tween slabs, creating a shadow line. This added sound deadening qualities because of the pan effect. Varying ceiling heights, glass in the gables and glass between rooms added to the feeling of spaciousness.

The concrete block, an inexpensive building material, also provided plus features. A "luxury look" was attained by blending the block with a warm appearing wood. Outdoor living brought indoors through the skillful use of glass and color also caught the visitor's eye.



House has 3250 square feet under roof with approximately half of this area devoted to outdoor living and the carport. Visitors were particularly impressed by the outdoor living areas. House has good circulation, well defined living zones

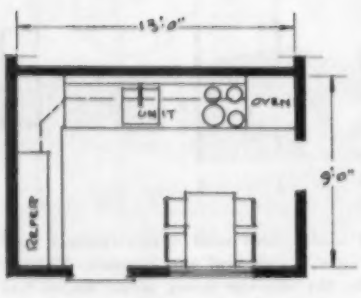
have many shapes



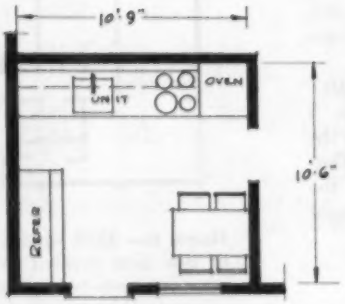


KITCHEN CENTER component: combines clothes washer-dryer, garbage disposer, sink, range, automatic dishwasher with storage drawer

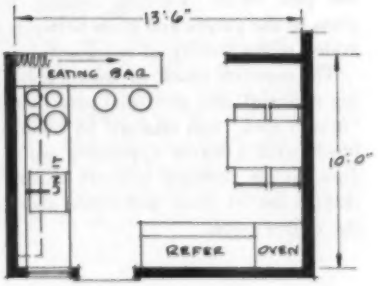
With These 3 Built-in Components



L-SHAPE

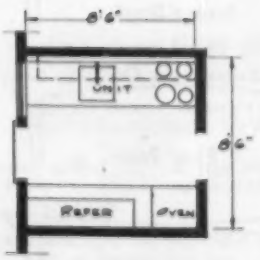


BROKEN L

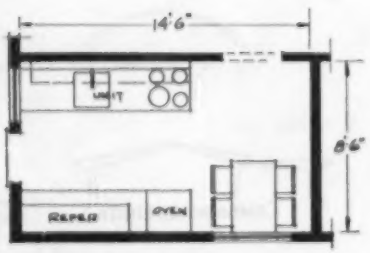


BROKEN L WITH BAR

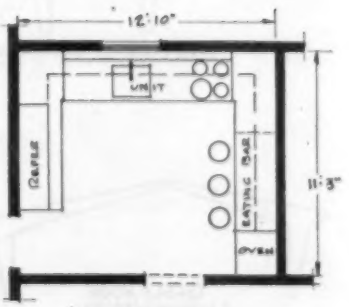
. . . This Kind of Kitchen Planning



TWO WALL



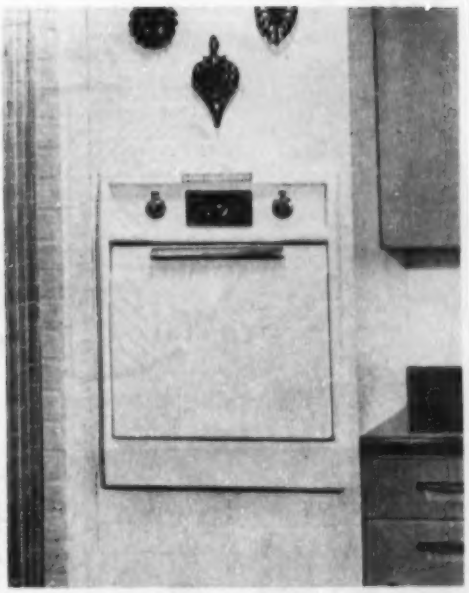
TWO WALL



U-SHAPE

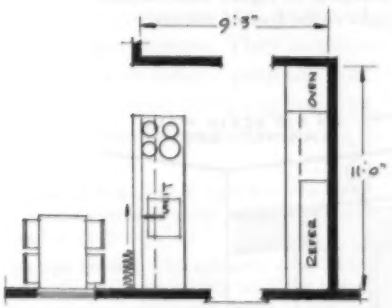


REFRIGERATOR-FREEZER component: three-compartment 10 cubic foot unit with work counter



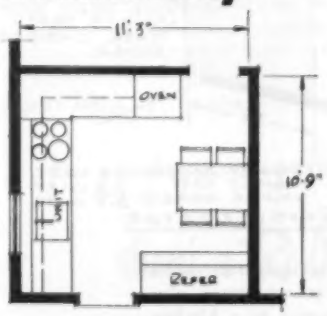
OVEN component: built-in cooking unit gives kitchen "customized" look

You Can Get . . .



OPEN TWO WALL

Flexibility



BROKEN-U

The trend to the more economical component system of house construction—fabricated trusses, wall panels and storage units that can be assembled easily and quickly on the site—has pointed up the need for similar mass production "packaging" of costly utility parts of the house.

Illustrated on these pages is General Electric Company's newest answer for the kitchen—three built-in components developed by the Louisville Appliance Division. These combine all major homemaking functions without sacrificing design flexibility.

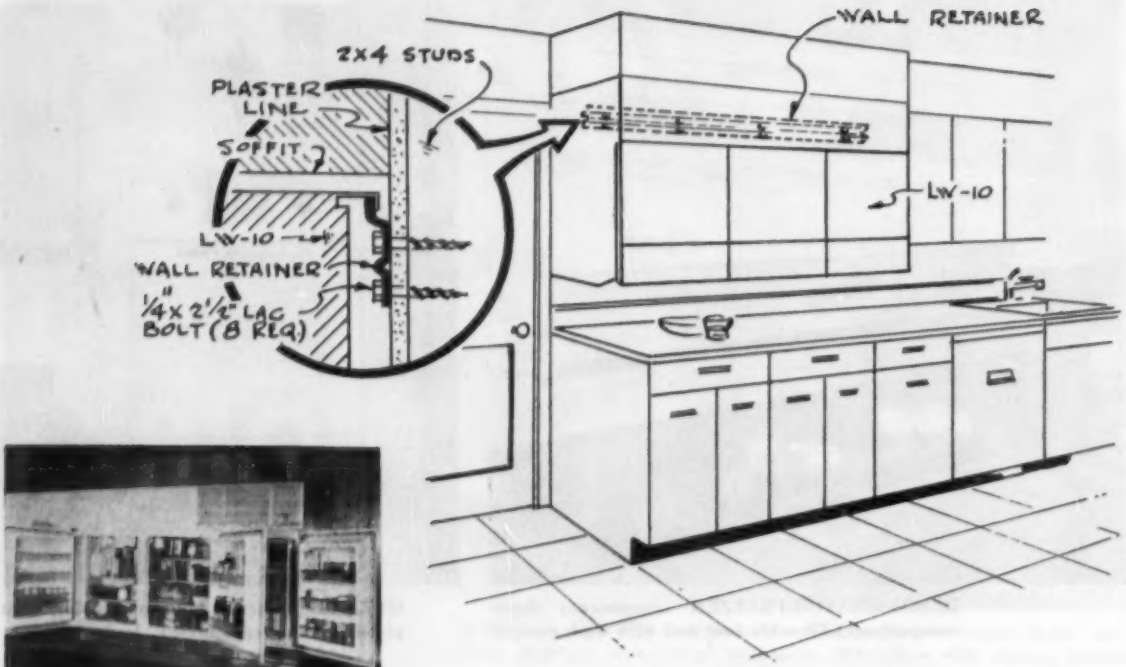
Basic component in the GE scheme is the "electric kitchen center," an 8½-foot stainless steel surfaced unit that consists of a combination clothes washer-dryer, range with four flush mounted cooking units, sink, garbage disposer and dishwasher. Other features include: one-control faucet mounted in a beveled backsplash behind the sink; portable appliance plug-in panel with four receptacles; pull-out cutting board; light storage compartment in the sink. Individual appliances in the "center" pull out separately for easy servicing and replacement.

A single cold and a single hot water inlet will supply all needs for the unit. Draining is similar to that of a double bowl sink. Electric supply is one three-wire 230V-115V connection, single phase power. Beyond this, local conditions will determine further connections, which may be made at the factory before shipment or on the site.

Designed specifically for the builder market, the unit is said to fit the budget limit of a $10,000 home. When installed with the wall refrigerator-freezer and oven, a complete built-in "customized" electric kitchen is in reach of the $15,000 to $20,000 price range.

All three components are available in white and in five of GE's new mix and match colors—turquoise green, canary yellow, petal pink, cadet blue or woodtone brown.

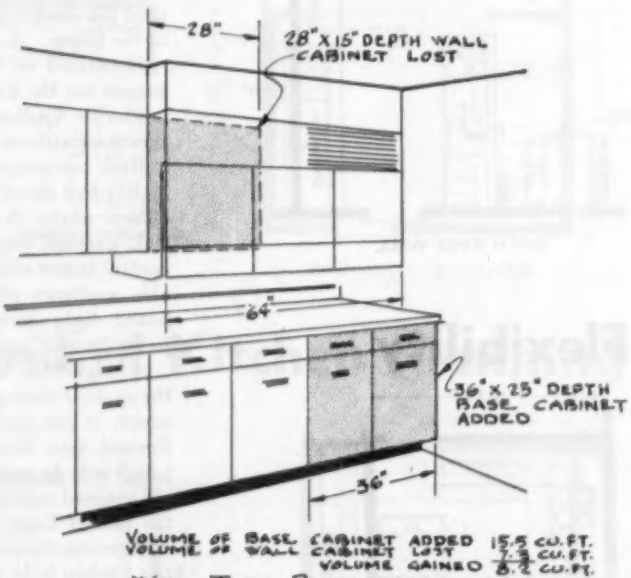
TURN THE PAGE FOR MORE DETAILS



Detail above shows how refrigerator-freezer combination is mounted securely to wall. Photo inset at left illustrates food storage capacity and arrangement of the built-in wall unit. Two cubic foot freezer compartment is at right; two-compartment refrigerator section has eight cubic feet of storage



CONVENTIONAL TYPE REFRIGERATOR

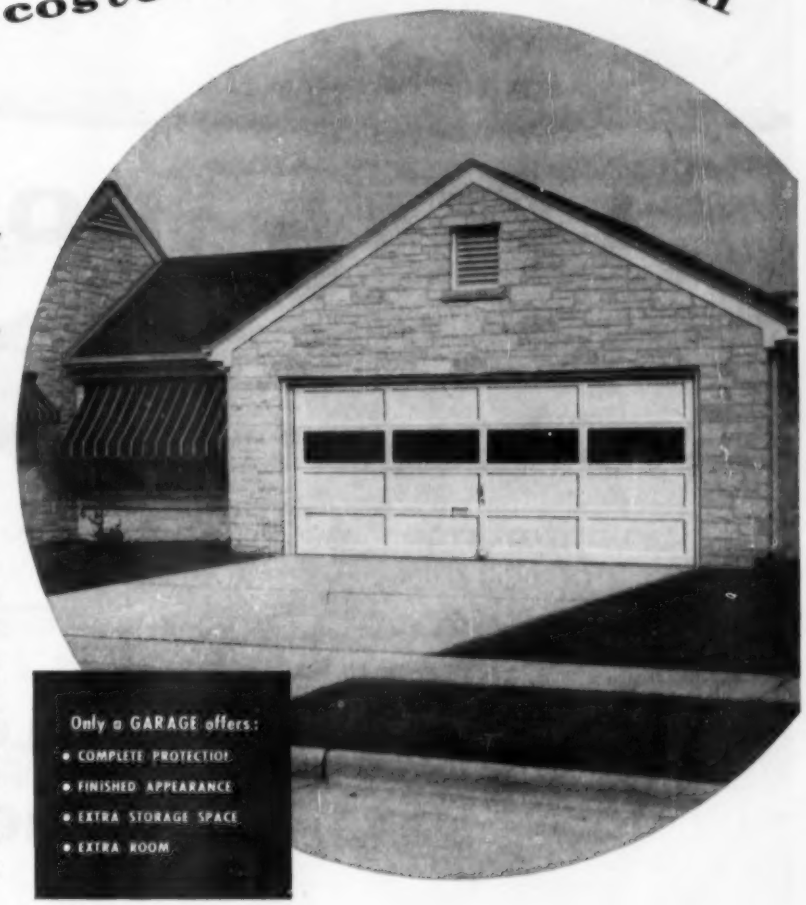


WALL TYPE REFRIGERATOR

These illustrations show how the wall-type refrigerator-freezer makes possible 8.2 cubic feet of additional storage space, plus 36 lineal inches of work surface, as compared to a kitchen equipped with conventional refrigerator

cut garage costs . . . add sales appeal

with NEW RŌ-WAY TORSION SPRING DOORS



Now you can add the sales appeal of *genuine Ro-Way Overhead Type Doors*—and cut costs on every installation. For here's the newest addition to the Ro-Way line of residential garage doors—designed especially for low-cost homes, project developments, new and modernized garages. They're quality doors in every respect, yet modestly priced to fit any building budget. See for yourself:

LOW HEADROOM. Saves space, cuts cost. Three models require only 6"—three models only 12⅛".

TORSION SPRINGS. For smooth, quiet, easy operation. Single spring on 1-car doors; twin springs on 2-car doors. Mounted on full length revolving shaft.

PLASTIC ROLLERS. Tough, quiet, long-lasting. Standard equipment on 1-car doors, optional on 2-car doors. Ball bearing steel rollers standard on 2-car doors.

SMART STYLING. 4-section, 3-panel styling on 1-car doors; 4-section, 4-panel styling on 2-car doors. New streamlined contour on panel and glass mold.

QUALITY PANELS. ¼" fir plywood on 1⅜" thick doors; ⅜" Dorlux (Masonite Presdwood) panels on 1" thick doors.

LOW COST INSTALLATION. Simplicity of design speeds up installation time, thus reducing installation cost.

RO-WAY CRAFTSMANSHIP. Same fine workmanship as on all Ro-Way doors. Features include Taper-Tite tracks and Seal-A-Matic hinges for weather-tight closure; Power-Metered torsion springs; all hardware both Parkerized and painted for maximum rust resistance.

See your nearby Ro-Way distributor—or write us direct—for full details. No obligation, of course.



ROWE MANUFACTURING COMPANY • 749 Holton St., Galesburg, Illinois

there's a Rō-Way for every Doorway

Rō-Way OVERHEAD TYPE DOORS

SEE OUR CATALOG IN SWEET'S

Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.



LOMA LOOM

THE ORIGINAL CARPET
WITH THE BUILT-IN SPONGE RUBBER CUSHION

announces new features for 1955

CUSTOM-DYED COLORS in

Nu-Trend

Your color specifications dyed to your order — making practically every shade in the spectrum available to you . . . to harmonize with your industrial and residential color schemes.

Loma Loom is a blend of tough nylon and the finest of carpet wools.

Loma Loom can be laid on any type of flooring — cement, sub-flooring, plywood, or tile. It is shock- and noise-proof, and the most economical carpet to install.

Loma Loom cannot be permanenty damaged: all stains, burns, or other damages can be cut out and invisibly replaced.

Selling Agents | **WEIL BROS. TEXTILES, INC. 31 East 32nd Street, New York 16, N. Y.**

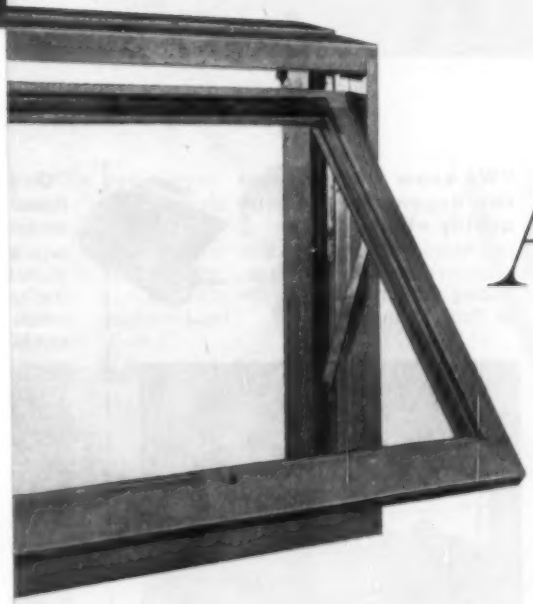
SIDNEY BLUMENTHAL CO. INC.
ONE PARK AVENUE, NEW YORK

leading builders say...



A few of the builders who use and praise Flexivents.

Andersen *FLEXIVENT*® units help sell homes faster



Andersen *Windowalls*®

COMPLETE **WOOD** WINDOW UNITS

Building leaders say they choose Andersen FLEX

1 sales appeal 2 versatility 3



A powerful selling feature for homes in all price ranges . . . that's Andersen Flexivent. The Andersen reputation for quality backed by year 'round promotion makes Flexivent top choice among home buyers.



Amazing versatility of Flexiv makes it readily adaptable to all t of construction. Use as singles, in bons, stacks or groups. Take y choice of three sash operations plus big picture window sizes.

. . . and here's how they say it!



"Customers are as enthusiastic about Flexivents as we are . . ."

says James Strauss of Strauss Bros., builders of 650 unit Eastridge Project in Lincoln, Neb.





"Buyers chose Flexivents 16 to 0 in our model home offer . . ."

says William Coffman, president of W. D. Coffman Co., builders of 175 unit Prairie Village, located in suburban Minneapolis, Minn.





"More popular than any window that we have ever used . . ."

says William Pearce, executive vice-president of Pearce & Pearce Co., builders of Green Acre Village, Buffalo, N.Y.





"No b assemb econom

says Step oper of 4 Estates r and the at Aberd



EXIVENTS* for...

3 low installed cost 4 high quali

lexivent all types es, in rib- ake your ions . . .





Ease of assembly and installation makes Flexivent the economy window unit. Easily assembled in shop or at building site. Easily installed in groups or can be built up in the rough window opening.

Superior design—Precision facture have earned Flexiv quality reputation. They're Andersen window craftsmen t a lifetime of satisfactory ser toxic treated to prevent decay



TRADEMARK OF ANDERSEN CORPOR

No better window for sembly job due to ease, onomy of installation..."
s Stephen Kornreich, devel- er of 450 home Chestnut Hill tates near Newark, Delaware d the Aberdeen Hills project Aberdeen, Maryland.



"We know homeowners can depend on the high quality of Flexivents..."
says Martin H. Reitz, president-treasurer of Donnay-Reitz, Inc., leading project builders in the St. Paul, Minn. area.





"On Lu-Re-Co and conventional jobs, Flexivents help us sell homes...."
says Richard Schaub of Lake Shore Realty-Builders, Whiting, Indiana, who use Lu-Re-Co panels built by Northern Indiana Lumber and Coal Co.





Andersen Windowalls

COMPLETE **WOOD** WINDOW UNITS

SEE THE VERSATILE FLEXIVENT IN OUR BOOTH 569-570, SHERMAN HO
AT THE **NAHB** CONVENTION JANUARY 16-20, CHICAGO

Building leaders say they choose Andersen *FLEXIVENTS*

sales appeal 2 versatility 3 lo



A powerful selling feature for homes in all price ranges . . . that's Andersen Flexivent. The Andersen reputation for quality backed by year 'round promotion makes Flexivent top choice among home buyers.



Amazing versatility of Flexivent makes it readily adaptable to all types of construction. Use as singles, in ribbons, stacks or groups. Take your choice of three sash operations . . . plus big picture window sizes.



. . . and here's how they say it!



"Customers are as enthusiastic about Flexivents as we are . . ."
says James Strauss of Strauss Bros., builders of 650 unit Eastridge Project in Lincoln, Neb.





"Buyers chose Flexivents 16 to 0 in our model home offer . . ."
says William Coffman, president of W. D. Coffman Co., builders of 175 unit Prairie Village, located in suburban Minneapolis, Minn.





"More popular than any window that we have ever used . . ."
says William Pearce, executive vice-president of Pearce & Pearce Co., builders of Green Acres Village, Buffalo, N.Y.





"No better window for assembly job due to ease, economy of installation . . ."
says Stephen Kornreich, developer of 450 home Chestnut Hill Estates near Newark, Delaware and the Aberdeen Hills project at Aberdeen, Maryland.



*S** for...

ow installed cost 4 high quality



Ease of assembly and installation makes Flexivent the economy window unit. Easily assembled in shop or at building site. Easily installed in groups or can be built up in the rough window opening.



Superior design—Precision manufacture have earned Flexivents their quality reputation. They're made by Andersen window craftsmen to provide a lifetime of satisfactory service . . . toxic treated to prevent decay.

*TRADEMARK OF ANDERSEN CORPORATION



"We know homeowners can depend on the high quality of Flexivents . . ." says Martin H. Reitz, president-treasurer of Donnay-Reitz, Inc., leading project builders in the St. Paul, Minn. area.



"On Lu-Re-Co and conventional jobs, Flexivents help us sell homes . . . ." says Richard Schaub of Lake Shore Realty-Builders, Whiting, Indiana, who use Lu-Re-Co panels built by Northern Indiana Lumber and Coal Co.





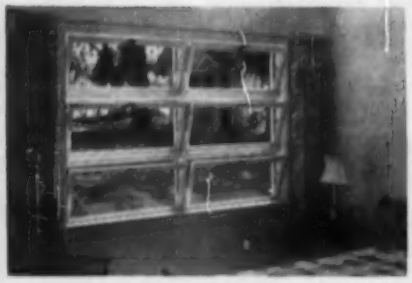
Andersen *Windowalls**

COMPLETE **WOOD** WINDOW UNITS

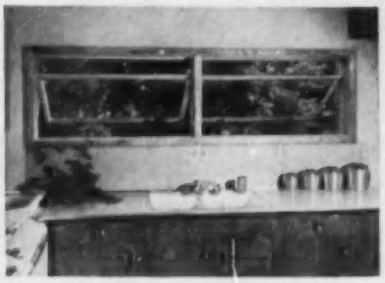
SEE THE VERSATILE FLEXIVENT IN OUR BOOTH 569-570, SHERMAN HOTEL, AT THE **NAHB** CONVENTION JANUARY 16-20, CHICAGO

Here's why builders and homeowners bought over 1,700,000 *FLEXIVENTS* in two years

3 SASH OPERATIONS FROM JUST ONE UNIT!



Hopper position. Sash swing inward. Easy to operate. Easy to clean outside glass surfaces from inside house. Better control of ventilation.



Awning position. Sash swing outward. Firmly held in place by friction hardware. Note excellent ventilation and protection during rain.

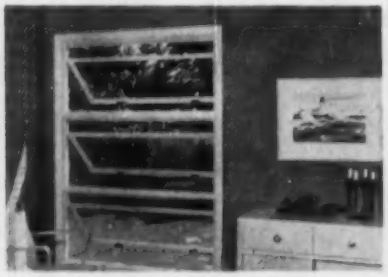


Casement position. Sash swing outward. When placed on end the versatile Flexivent provides an excellent low-cost casement window.

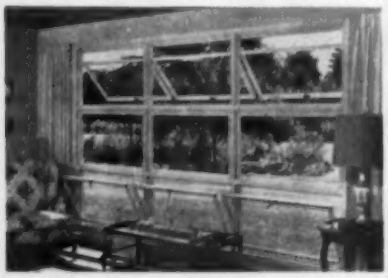
USE *FLEXIVENTS* IN RIBBONS . . . STACKS . . . GROUPS!



Ribbon of Flexivents is ideal for bedroom. Gives plenty of privacy, plenty of ventilation. More usable wall space, too.



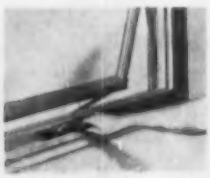
3-high stack of Flexivents makes an attractive awning window. Permits maximum ventilation. Closes tight for weatherproof protection.



9-light group of Flexivents is just one possibility. Make groups as big as you like with choice of fixed and ventilating units.



Easy to operate. Quality hardware means Flexivents work smoothly, stay open without annoying rattles.



Roto-Lock Operator optional equipment. Works under screen on Flexivents installed in awning position.



Highly weathertight. Superior design, full weatherstripping seal out cold, dust and moisture.



Double insulating glass is optionally available for Andersen Flexivents. Two less glass surfaces to clean.

EASY TO ASSEMBLE



Completely packaged Flexivent Units are easily assembled on the job for immediate installation.

EASY TO INSTALL



Workmen easily install Flexivent Units . . . either as assembled groups or built up in opening.

leading builders say...



A few of the builders who use and praise Flexivents.

Andersen *FLEXIVENT*® units help sell homes faster



Andersen *Windowalls*®

COMPLETE **WOOD** WINDOW UNITS



"...business helps itself by promoting thrift among its own people."

EDWARD C. BALTZ
President
Perpetual Building Association
Washington, D. C.

"Expanding the regular sales of U. S. Savings Bonds is essential to the continued success of our Government's sound money policy. Savings Bonds help people build security for themselves and stability for the nation's economy. A reserve in Bonds gives them the assurance to spend current income on homes, cars and other substantial purchases. Meanwhile, regular Bond buying goes on adding to their future buying power. Thus business helps itself by promoting thrift among its own people. The surest way to encourage an employee to save regularly right where he works is to sign him up on the Payroll Savings Plan."

Let's point up this statement by Mr. Baltz, head of one of the nation's outstanding thrift institutions and volunteer chairman of the District of Columbia Savings Bond Committee, with a few facts and figures:

- currently, more than 45,000 companies, large and small, representing every classification of industry and business, are encouraging national thrift through the Payroll Savings Plan.
- every month, 8,500,000 Payroll Savers in these 45,000 companies invest more than $160,000,000 in Savings Bonds.
- largely as the result of employer-encouraged thrift the cash value of Savings Bonds held by individuals on July 31, 1954, totaled more than 37.5 billion dollars.
- never before has America had such a reserve of future purchasing power.
- invested in America, these 37.5 billion dollars in Savings Bonds Dollars are a most effective check on inflation and a very important contribution to economic stability and a sound dollar.

A million new Payroll Savers by the end of 1954! That's the goal of those who believe that what is good for Americans is good for business. To do your part in reaching this objective, phone, wire or write today to Savings Bonds Division, U. S. Treasury Department, Washington, D. C. Your State Director, U. S. Treasury Department, will show you how easy it is to build a successful Payroll Savings Plan.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

AMERICAN BUILDER

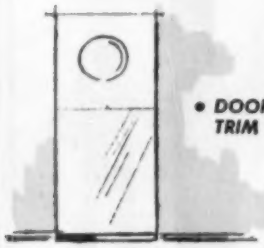


bonded with Reynolds Aluminum INDUSTRIAL Roltite

a new, easy way to dress up your decorative laminate installations

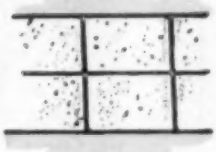


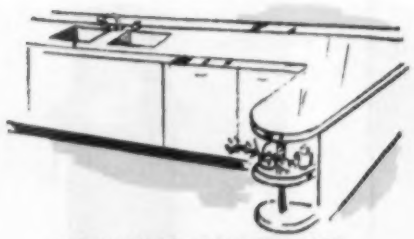
• COFFEE TABLES AND OTHER FURNITURE



• DOORS—INTERIOR TRIM

• DECORATIVE ACCENTS ON WALLS





• SINK TOPS—COUNTER TOPS

A miracle metal because you can work it with ordinary woodworking tools. That's Reynolds, "Do-It-Yourself" Aluminum. A miracle adhesive because it bonds aluminum to wood, masonry and other surfaces as easily — and as permanently — as it does decorative laminates. That's new Roltite Industrial Cement.

Laminates — aluminum — many other materials. With Industrial Roltite they all take the same treatment. Spread it on both surfaces, let it dry, press the two surfaces together. You have a strong, permanent bond — immediately.

Fastening problems no longer limit your use of aluminum. You can use it anywhere you have been using laminates; you can bond it easily to flat surfaces or to stringers. Now — with Industrial Roltite eliminating the need of screws, clamps or other fastening devices — your own imagination is the only limit on your use of aluminum . . . for trim and as a basic surfacing material.

This means time and labor savings on those jobs where you have been installing aluminum the hard way. But better than that it means more jobs, more sales. Because it opens up great new areas for the use of popular, eye-catching aluminum. You'll find that using aluminum for decorative accents will help you sell more plastic laminate installations, too.

Try an aluminum backsplash to set off a laminate sink top. Use either the smooth or the new textured sheets of Reynolds "Do-It-Yourself" Aluminum. Bond strengths are so great that you can even use Industrial Roltite to add aluminum legs to laminate table tops.

Industrial Roltite will bond any type of aluminum, as well as steel and copper, but if you use Reynolds "Do-It-Yourself" Aluminum you'll simplify your trimming and finishing operations. You can get Reynolds "Do-It-Yourself" Aluminum from leading hardware wholesalers.

Regular Roltite Cement can also be used for bonding aluminum and other metals to wood and other materials, particularly where there will be no stress on the glue line, but you can be more sure if you'll stick to Industrial Roltite for such applications. If you do try regular Roltite, be sure you roughen the surface of the metal thoroughly by sanding, and then clean it carefully before applying the cement.

If you'd like more information about the profit opportunities made possible by Reynolds "Do-It-Yourself" Aluminum bonded with Roltite Industrial Cement, call your nearby Roltite distributor or drop us a line for his name and address.

Roltite® MIDCONTINENT Adhesive COMPANY

81 SUNSHINE DRIVE GROVE CITY, OHIO

PRODUCTS EXHIBIT IN PRINT

On this and following pages, *American Builder* presents for the ninth consecutive year a pictorial preview and review of the vast array of new and improved building materials and equipment available to today's home builder.

Over 200 of the 400 products illustrated will be on exhibit at the 1955 Convention and Exposition of the National Association of Home Builders to be held in Chicago, January 16 through 20, at the Hilton and Sherman Hotels.

To help you identify these products, the exhibitor's booth number and the hotel where the exhibit is located are given. Where this information does not appear, the product is not being shown at this year's NAHB Exposition. It is, nonetheless, the latest product offered by the manufacturer.

Obviously, in the limited space available, it is impossible to show all the products of all manufacturers, or even to list all the merits and outstanding features of those which do appear. **Additional information can be obtained through use of the jumbo postcard inserted for your convenience on page 229. All you do is check key number of the product of interest to you, and mail the card to us. No postage is necessary. We will forward your requests to the manufacturer who will promptly mail you complete data.**



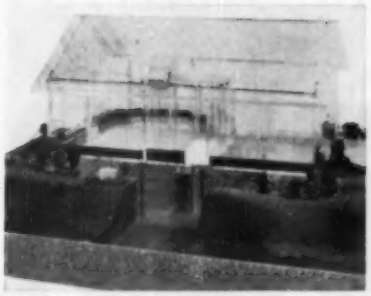
AB15097 — JALOUSIE DOOR — SHERMAN, BOOTH 404—V. E. Anderson Mfg. Co. Inc., Dept. AB, Owensboro, Ky. New "Vacol" jalousie combination door has aluminum frame and jalousie insert with a pebble finished aluminum panel at bottom. Crystal plate glass louvers, plain or obscure, are 4 in. wide, 7/32 in. thick. Other features: self-storing aluminum screen, maximum ventilation, key lock, weathertightness, easy working operator.



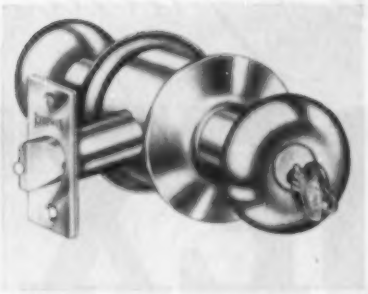
AB15045—NEW WALL GOES UP FAST—HILTON, BOOTH 4—The Celotex Corporation, Dept. AB, 120 So. LaSalle St., Chicago 3, Ill. One of the quickest ways to finish a wall for a new room is to use materials made up in large sections. Here, a 4x8 Celotex Building Board is put in place, covering large area from floor to ceiling, is made of cane fiber. Board builds, decorates, insulates. On ceiling: Celotex Tile Board.



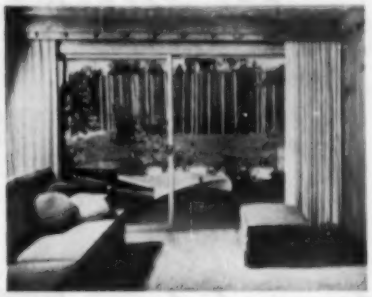
AB15053—WASTE DISPOSER—SHERMAN, BOOTH 552—National Rubber Machinery Co., Dept. AB, 47 W. Exchange St., Akron 8, Ohio. New shredding mechanism in Model 454 easily disposes of uncooked bones, fibrous material. Special step-down shredding spurs on shredding ring breaks bones. Undercutting action of impeller and notched biting vane breaks down and cuts up fibrous matter. List price $94.95.



AB15081—BASEBOARD HEATING — HILTON, BOOTH 126 — Warren Webster & Co., Dept. AB, Camden, N. J. This miniature model will be featured in the Webster NAHB Convention exhibit. It illustrates how forced hot water "Tru-Perimeter" baseboard heating system can be combined with a minimum cooling system in attic. Maker says this combination does not sacrifice heating performance to get a few weeks of summer cooling.



AB15062—CYLINDRICAL LOCKSET —SHERMAN, BOOTH 449—Russell & Erwin Div., American Hardware Corp., Dept. AB, New Britain, Conn. New Russwin "Stilemanor" line includes these features: dual bearings on each knob; latch retraction that glides on ball bearings; self-aligning thrust bearing on spindle to prevent knob binding; steel case construction; cylinder completely reversible in field without turning key.



AB15104 — SLIDING DOOR — HILTON, BOOTH 241—Slide View Steel Door & Window Co., Dept. AB, 521 N. La Cienega Blvd., Los Angeles 48, Calif. Low-cost, all-steel sliding door has heavy cadmium-plated steel bottom rollers for easy action, is equipped with pre-cut and drilled steel glazing bead to speed glazing time. All units can receive standard glass sizes in either ¼ in. plate or 7/16 in. crystal. Hardware is solid brass.



AB15080 — VENTDOME—HILTON, BOOTH 376—Wasco Flashing Co., Dept. AB, Cambridge, Mass. Bringing daylight and ventilation to an interior room, unit consists of a white translucent or colorless plastic dome atop an extruded aluminum frame, and one or more motor-operated built-in air exhausts. Secured to roof deck by means of an extended roof flange, the "Ventdome" is particularly suited for inside baths.



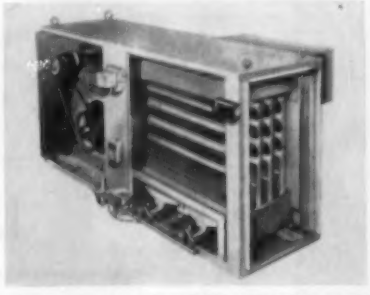
AB15063 — BUILT-IN REFRIGERATION—HILTON, BOOTH 355—Revco, Inc., Dept. AB, Deerfield, Mich. Refrigerator and freezer combination can be mounted vertically, horizontally or separately; units occupy 2x3-foot area when installed vertically. Refrigerator has 8.3 cubic-foot capacity, freezer 6.3, furnished with right or left-hand doors of stainless steel or Buttercup Yellow. Combination sells for $649.50 f.o.b. Deerfield.



AB15076 — SHEATHING—HILTON, BOOTH 20—The Upson Co., Dept. AB, Lockport, N. Y. "All Weather" sheathing is a laminated wood fibre panel waterproofed through its entire thickness of six plies. Made in all standard sizes, plus the "king sizes" of 8 ft. wide by 12, 14, 16, 18 and 20 ft. long, panels saw clean like wood, have efficient insulation value. Exceed requirements of FHA Technical Circular No. 12.



AB15099—WOOD BLOCK FLOORING—HILTON, BOOTH 314—D. L. Fair Lumber Co., Dept. AB, Box 309, Louisville, Miss. Made of mixed No. 1 common or better hardwoods, prefinished "Delfair Multi-Wood Blok" flooring comes in sizes 6¾, 7½, 8, 9 and 10 in. Blocks are metal splined in back, tongue and groove end-matched, have a slight "vee-edge" and five crosswise grooves spaced to insure better mastic adhesion.



AB15098—HORIZONTAL FURNACE —SHERMAN, BOOTHS 579-580—Armstrong Furnace Co., Dept. AB, 851 W. Third Ave., Columbus 8, O. Ideally suited for attic, crawl space and a wide range of suspended installations, compact gas-fired horizontal unit is made in 70,000, 85,000, 105,000 and 135,000 Btu sizes; largest measures only 51 in. long, 21½ in. deep, 24 in. high. Furnace also features filter rack built into blower compartment.

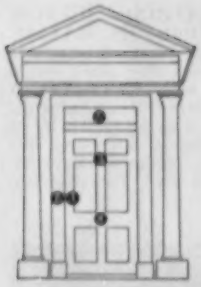


AB15077 — CEMENT APPLIED PANELS—HILTON, BOOTHS 147-149—U. S. Plywood Corp., Dept. AB, 55 W. 44th St., New York 26, N. Y. Prefinished 4x8 ft. walnut and sliced oak panels are applied to wall with new "Weldwood Contact Cement," eliminating entirely use of face-marring nails and screws. Two coats of adhesive are brushed on furring strips and backs of panels; use of block and mallet assure bond contact.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

To make a Grand Entrance

specify **DEXTER**



1. PLYMOUTH ENTRANCE HANDLE SET NO. 8900
2. PLYMOUTH ELECTRIC BELL BUTTON NO. 9008
3. COLONIAL DOOR KNOCKER NO. 5301
4. COLONIAL MAIL PLATE NO. 5809
5. COLONIAL HOUSE NUMBERS NO. 802

DEXTER LOCK COMPANY

GRAND RAPIDS • MICHIGAN

A SUBSIDIARY OF NATIONAL BRASS COMPANY

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

In Mexico: Dexter Locks, Plata Elegante, S. A. de C. V., Monterrey, Nuevo Leon

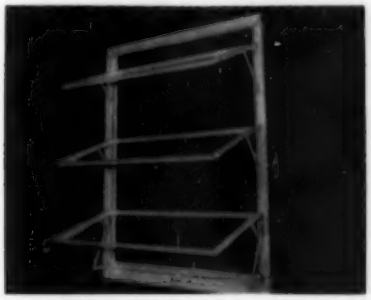
MANUFACTURERS OF DEXTER *Lifetime* LOCKS



AB15079—KNOTTY CEDAR PLYWOOD—SHERMAN, BOOTHS 565-566—Weyerhaeuser Sales Co., Dept. AB, First National Bank Bldg., St. Paul 1, Minn. Heretofore unavailable in plywood form, this new knotty panel surface veneer is made of sliced Western Red Cedar; comes in 4x6, 4x7 and 4x8′ panels of ¼″ (3-ply) and ⅜″ (7-ply) thicknesses. Clean, unmarred delivery is assured by shipment in special protective cartons.



AB15058 — FOLDING STAIRWAY — SHERMAN, BOOTH 524—Precision Parts Corp., Dept. AB, 400 N. First St., Nashville, Tenn. Simplex "balanced action" folding stairway has No. 1 kiln-dried lumber, heavy galvanized steel hardware, steps morticed into runners, all parts secured by bolts and screws. Fits 26x54-inch ceiling opening and comes in two sizes—8′3″ and 9′9″. Parts are interchangeable. Shipped completely assembled.



AB15078 — AWNING WINDOW — HILTON, BOOTH 38—Ware Laboratories, Inc., Dept. AB, P. O. Box 37, Riverside Station, Miami, Fla. New center sill operated awning window has minimum air infiltration because of wide weatherstripping overlap; center sill operator housed in heavy, weather protected reinforced sill; gears sealed in oil at factory; equal opening force to both jambs, assuring balanced operation of ventilators.



AB15064 — DOWN-FLOW CONDITIONER—SHERMAN, BOOTHS 427-428—Janitrol Heating & Air Conditioning Div., Surface Combustion Corp., Dept. AB, Columbus, Ohio. Designed for perimeter heating in slab or crawl space homes, gas-fired unit sizes are 80- 100- 120,000 Btu input. Blower sized to operate with conventional or small duct systems. Unit has exclusive Janitrol Multi-thermex heat exchangers, ribbon flame burners.



AB15096—COMBINATION DOOR—HILTON, BOOTH 209—The F. C. Russell Co., Dept. AB, Cleveland 1, O. Rusco "3-in-1 Windo-Door" combines prime and screen door, provides light and ventilation like a large window. Unit consists of a 1⅜ or 1¾ inch wood frame, window insert of galvanized steel finished in baked-on outdoor enamel, twin-sliding glass panels, and a full-length outside screen which locks in from the inside.



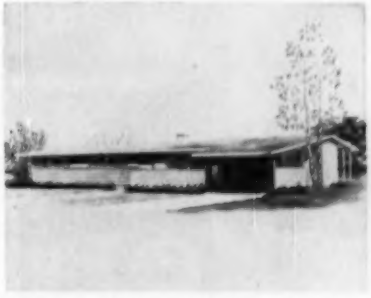
AB15102 — LAMINATED PANEL — HILTON, BOOTHS 30-31—Masonite Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill. Designed especially for cabinet doors and as counter top bases for plastic laminates, new "Panelply" is made of laminated "Presdwood," comes in 4x8 ft. panels, ⅛ and ¼ in. thick. Characteristics include excellent screw-holding and clean machining qualities, rigidity, warp-resistance, smooth surfaces.



AB15089 — PACKAGED FIREPLACE —SHERMAN, BOOTHS 436-437—Majestic Co., Inc., Dept. AB, Huntington, Ind. Added to "Thulman" product line is this low-cost fireplace designed to combine with maker's prefabricated chimney. Measuring 53x24 inches over-all with a 20 inch hearth, unit features three casing insulation, can be set on floors of any material. Also available is a hearth extension as an easily attached auxiliary unit.

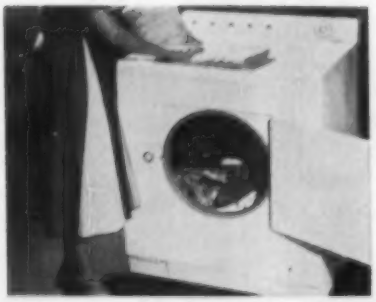


AB15092 — WATER REPELLENT WOOD FINISH—SHERMAN, BOOTH 532—Protection Products Mfg. Co., Dept. AB, 2305 Superior Ave., Kalamazoo, Mich. Besides its wood protection qualities, P.A.R. compound is said to provide a non-glossy, natural finish for redwood, mahogany or Western red cedar. Can be used effectively on exterior or interior, is particularly ideal for siding, trim, panelling. One coat usually suffices.

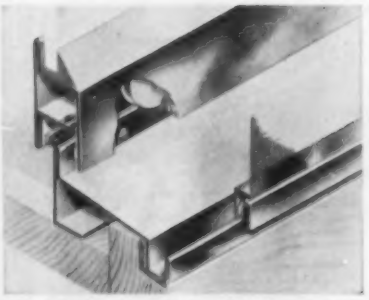


AB15086—CONTEMPORARY HOME —HILTON, BOOTHS 308-309—Pollman Homes, Thyer Mfg. Corp., Dept. AB, 2857 Wayne St., Toledo 9, O. Most recent contemporary styled home is produced in three models ranging from 1056 to 1120 sq. ft. Largest has carport, while two other models have basement but no carport. Right- or left-hand versions are available for two models; each has three bedrooms, front entry hall, snack bar.

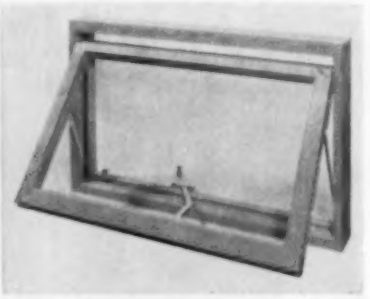
♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



AB15087 — LOW-COST CLOTHES DRYER—HILTON, BOOTHS 382-389—Norge Div., Borg-Warner Corp., Dept. AB, Merchandise Mart Plaza, Chicago 54, Ill. This full-size automatic electric clothes dryer is priced at $149.95. Handling a load of eight pounds of mixed clothing, the unit performs on 110- or 220-volt current, thus reducing installation costs. A companion gas dryer will be on the market shortly for $179.95.



AB15069 — GLASS DOORWALL — HILTON, BOOTH 371—Steelbilt Inc., Dept. AB, 18001 S. Figueroa St., Gardenia, Calif. Continuous channel weatherstrip system in new "Gardenia" series of sliding glass doorwalls is illustrated above. Cutaway of bottom rail of sliding section shows how bottom roller and track are encased by mohair channel. "Gardenia" series includes 2-, 3- and 4-panel models, all 6' 10" high, for openings 6 to 16 feet wide.



AB15083 — MULTI-PURPOSE WINDOW—HILTON, BOOTH 19—Rolscreen Co., Dept. AB, Pella, Iowa. Here are a few uses for new, low-cost "Pella" window: stack vertically to make awning windows; join horizontally for ribbon windows; upend for casement arrangement; make hopper vents under large fixed units; flank picture window for ventilation. Available with or without storm sash, unit comes fitted with all sash hardware.



AB15093—PREFABRICATED HOME—HILTON, BOOTH 374—International Homes, Inc., Dept. AB, 3896 Mahoning Ave., Youngstown 9, O. Designed for the growing family, new "Space-Saver" series includes 2- and 3-bedroom models that are expandable to 4 and 5 bedrooms. All models have permanent stairway to unfinished 2-bedroom area above. "Space Saver" series includes carports, garages, breezeways as optional items.



AB15084—ROLL-RIM LAVATORY—HILTON, BOOTH 350—Richmond Radiator Co., Dept. AB, P. O. Box 111, Metuchen, N. J. Called the "Countess," this built-in lavatory has a 20x18" bowl, concealed front overflow, anti-splash rim, recessed soap dishes, and is made of vitreous china. Produced for combination or centerset fitting, unit comes in "White-White" or seven pastel colors to harmonize with any bathroom decor.



AB15065 — PANELLED DRAPES—HILTON, BOOTH 156—Sun Vertikal Blind Co., Dept. AB, Grand Rapids, Mich. Curtaining and light control are combined in panels of vertical, hard woven cloth strips of harmonizing colors. Concealed rod opens and closes panels which are attached to hooks at top and bottom of frames. They can be washed and returned to frame damp; no ironing is necessary. Drapes also can be used for interior partitioning.



AB15044—ANTIQUE COPPER BUILT-IN RANGE AND OVEN—SHERMAN, BOOTH 470—Chambers, Dept. AB, 2464 N. Meridian St., Indianapolis, Ind. The "In-a-Wall" oven and "In-a-Top" broiler-burner unit, shown above are in a new antique copper finish which will not tarnish, discolor, crack, or craze, can be cleaned with soap and water. Adaptable to many architectural settings, new finish is also available in other units.



AB15090 — LAMINATED RANDOM WIDTH LUMBER — SHERMAN, BOOTHS 537-538—West Coast Lumbermen's Assn., Dept. AB, 1410 S. Morrison St., Portland 5, Ore. Striking new texture for ceilings is achieved with laminated random thick dimension Douglas fir or West Coast hemlock laid solid as illustrated above. Economy results from use of lower grade lumber, elimination of ceiling insulation, rafters or joists and roof boards.

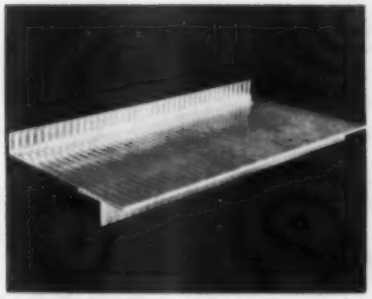


AB15068—YEAR 'ROUND CONDITIONER—SHERMAN, BOOTHS 512-513—A. O. Smith Corp., Dept. AB, Box 584, Milwaukee 1, Wis. Air conditioner-furnace package has a number of flexible features. Unit can be installed for heating only with either 2- or 3-ton cooling added later; these fit interchangeably by merely sliding into place. Oil or gas models are available with the oil-fired unit readily convertible to gas.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



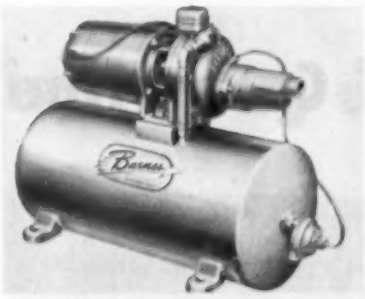
AB15041—RED BIRCH KITCHEN CABINETS—HILTON, BOOTHS 341-342—Precisionware Inc., Dept. AB, 93 Court St., Brooklyn 2, N. Y. Precisionware, makers of kitchen cabinets, wood products, announces its Red Birch cabinets. Only Red select Birch is used for doors, frames. No coloring is added. Cabinets shown were supplied to Morton Village, L. I., one of largest private home projects. Built-in oven, ranges are also featured.



AB15043—CAP FLASHING RECEIVER—HILTON, BOOTHS 24-25—Chase Brass & Copper Co., Inc., Dept. AB, Waterbury 20, Conn. A 16-oz. "Chase Easy Cap Flashing Receiver" is now available in lengths of 8 ft. "Nonclosing" feature of Chase's one-piece thru-wall flashing and cap-flashing receiver is also offered. Horizontal flange of cap flashing can be built into wall for greater water tightness, permanence.



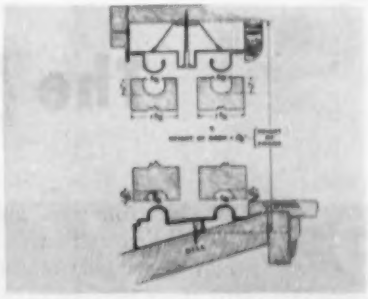
AB15042—PACKAGED BUILDING UNITS—HILTON, BOOTHS 68-69—Homosote Company, Dept. AB, Trenton 3, N. J. The "Universal Section" can be used for walls, floors, ceilings, roofs. With four 2x3 plates, five 2x2 stud lengths, you can build universal section in 20 sizes. With 2 beam types, with truss in 10 widths, a gable end in 10 widths, you can build any type of 1-story building from 6 to 24 ft. wide, any length.



AB15046—CONVERTIBLE JET SHALLOW-DEEP WELL WATER SYSTEM—SHERMAN—BOOTH 480—Barnes Manufacturing Co., Dept. AB, Mansfield, Ohio. The Barnes "Econovert" (economy plus convertibility) water system is available in ⅓ and ½ hp. sizes works in shallow or deep wells. Installed in a shallow well, if well water level drops, no extra pumping accessories are necessary. Capacity: 735 gph. Depth: to 80 ft.



AB15047—COPPER SANITARY DRAINAGE SYSTEMS — HILTON, BOOTHS 145-146—The American Brass Company, Dept. AB, 25 Broadway, New York 4, N. Y. Anaconda Type-M Copper Tubes, shown above with use of circular torch to make solder joint, are in 1¼-in. and larger sizes for soil, waste, vent lines, are in hard-drawn, 20-ft. straight lengths, for assembly with cast bronze drainage fittings in elbows, tees, Y-branches, etc.



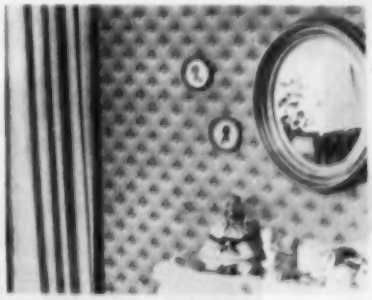
AB15049—EQUIPMENT FOR GLIDING WINDOWS — SHERMAN, BOOTH 406—Allmetal Weatherstrip Company, Dept. AB, 2241 N. Knox Ave., Chicago 39, Ill. All-Glide equipment for removable horizontal gliding windows permits use of stock windows eliminates special millwork. Sash glide on round-top tracks of extruded sill, having adequate weep holes, drip pan. Flexible bronze pressure strip is weatherstrip.



AB15048—NEW FIBERGLAS BUILDING PANEL — SHERMAN — BOOTH 497—Alsynite Company of America, Dept. AB-N, 4654 De Soto St., San Diego 9, Calif. The new "Steplap" panel, shown here, is the latest addition to Alsynite's line of translucent fiberglas building panels. Sheets are especially engineered for outdoor overhead use and feature a perfected fastening surface in the design. Available in a full range of colors.



AB15072—RECESSED WALL HEATER—HILTON, BOOTH 39—U. S. Machine Div., Stewart-Warner Corp., Dept. AB, Lebanon, Ind. Especially designed for closet or alcove installation, center vented, automatic heater adapts to prefabricated chimney, has optional snap-in outlet grilles for sides and rear. Oil-fired unit output is 60,000 Btu; gas-fired model input ranges from 64,000 to 75,000. Manual switch operates 10-inch fan in summer.



AB15071 — FABRIC WALL COVERING — SHERMAN, BOOTH 440—Standard Coated Products Inc., Dept. AB, Buchanan, N. Y. Very French and third-dimensional is "Deauville", one of the newest patterns in the SuperSANITAS line of washable coated fabric wall coverings. Creating a striking tufted effect, it comes pre-trimmed, 24 inches wide in four color styles: wedgewood blue, quartz pink, silver grey and surf green.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



The "salesational" Carey line

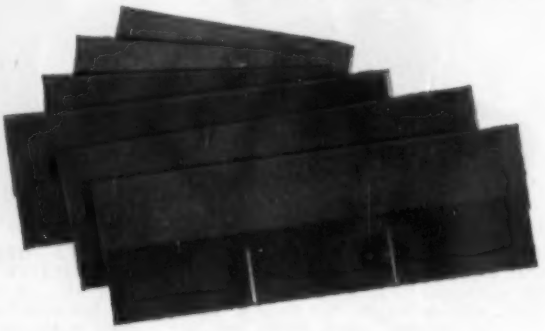
"Take it from me, homes look best, sell faster, when attractive, quality-built Carey products are part of the "package." Today, with color playing such a big part in home sales, you'll want the new, exclusive modern colors offered in Carey roofing and siding to work for you! But that's not all! Quality and long life must be there, too! And Carey products have all three! They're priced *right*, too, with plenty of room to build-in a profit in every home. Compare and see!"

Better check Carey quality and features—see how you can add *plenty* of sales appeal to your homes. Carey's powerful sales promotion and national advertising programs help *pre-sell* your customers. And remember—your Carey dealer stocks a *complete* line of fine products for new construction and remodeling. Save time and delay with Carey one-stop, one-source service! See your Carey dealer today—or use the handy coupon on the right for information.

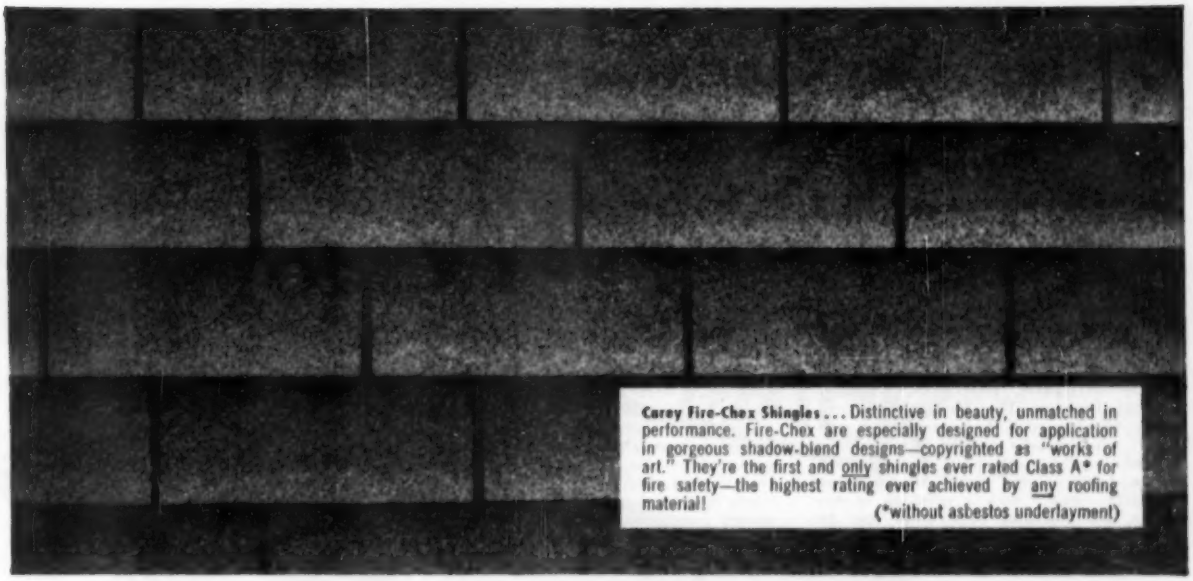
We'll be looking for you at the NAHB SHOW in Chicago. Jan. 16-20...Booths 21-22 at the Conrad Hilton. Drop around!



Double-Sealed Careystone Asbestos Siding . . . Water rolls right off Careystone, now double-sealed with tough plastics and Silicones to seal out the weather . . . protect the siding from fading and discoloration. Never needs painting or preservative treatment. Beautiful pastel shades in a striking variety of colors and a handsome striated texture appeal to buyers.



Carey Thick-Butt Asphalt Shingles . . . You can highly recommend Thick-Butts for low-cost re-roofing or new construction. They're extra-thick, extra-tough, built to provide extra weather and wind resistance. Three-shingles-in-one, they go on faster, save you time and application costs. Available in glowing, new Sno-Crest pastel blends.



Carey Fire-Chex Shingles... Distinctive in beauty, unmatched in performance. Fire-Chex are especially designed for application in gorgeous shadow-blend designs—copyrighted as "works of art." They're the first and only shingles ever rated Class A* for fire safety—the highest rating ever achieved by any roofing material!

(*without asbestos underlayment)

is ringing up home Sales!



Durable, Washable Ceramo Siding... The asbestos siding with a permanently glazed surface. Dirt and stains wash away with ordinary detergent and water, quickly restoring its rich, fresh beauty! Available in deep-tone Sherwood Green, Salem Red, Sage Green, Granite Gray, Congo Brown or brilliant Ceramo-white.

Use this handy coupon ➔

Serving Home, Farm and Industry Since 1873

Carey

The Philip Carey Mfg. Company
Lockland, Cincinnati 15, Ohio

The Philip Carey Mfg. Company — Dept. AB-1
Lockland, Cincinnati 15, Ohio

Please send us, without obligation, literature on the following:

☐ Fire-Chex Shingles ☐ Careystone Siding
☐ Thick-Butt Shingles ☐ Ceramo Siding

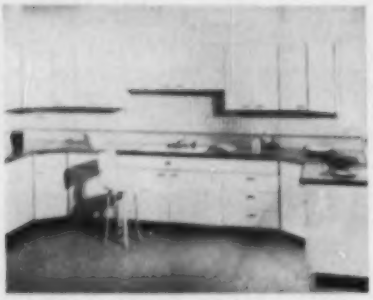
☐ Give me the name of my nearest Carey dealer.

NAME _____

COMPANY _____

ADDRESS _____

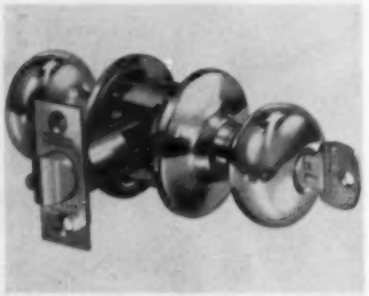
CITY _____ ZONE ____ STATE _____



AB15088 — WOOD KITCHEN CABINETS—HILTON, BOOTHS, 49-52—Cabinet Division, The Mengel Company, Dept. AB, Louisville 1, Kentucky. "Royalwood" line includes natural Birch, choice of white, yellow, pink, blue, turquoise and brown. Counter tops are of Westinghouse "Micarta" plastic with a selection of ten colors. Manufacturer says units can be combined in hundreds of ways to fit any size or shape kitchen.



AB15091—VINYL FLOOR TILE—HILTON, BOOTH 378—Robbins Floor Products, Inc., Dept. AB, Tuscumbia, Ala. "All-Purpose Terra-Tile" requires no adhesive, is especially suited for below grade areas where moisture is excessive. Extra thickness of tiles, suction effect of honeycomb construction are biggest factors that permit installation without adhesive. Tiles can be removed and used in new location at any time.



AB15054 — CYLINDRICAL LOCK — HILTON, BOOTH 380—National Lock Co., Dept. AB, Rockford, Ill. Termed the "Thrifty Four-Fifty", new "450" series cylindrical lock is easily installed after latch bolt is applied to door. Factory preset for standard 1⅜- and 1¾-inch doors, unit has cold rolled steel mechanism with wrought brass, bronze or aluminum trim. Key, pushbutton, turnbutton and knob latches available.



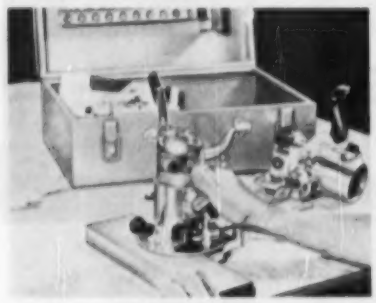
AB15066—SIT-DOWN SINK—SHERMAN, BOOTH 424—St. Charles Mfg. Co., Dept. AB, St. Charles, Ill. For the user who wants to sit while performing kitchen duties, this sink with recessed area below affords plenty of knee room. Available in combinations with a regulation sized, deep bowl, this new stainless steel sink can be used in a peninsula with the standard bowl opposite, or as one of a double-bowl combination, side by side.



AB15070 — GARAGE DOOR — HILTON, BOOTHS 131-132—Steel Door Corp., Dept. AB, 359 S. Jessie St., Pontiac, Mich. Maximum design flexibility for the "Berry Custom" garage door is achieved with a flush constructed door and a system of stock mouldings and parts that can be used to create an infinite number of design patterns. Shown are two suggested patterns. Basic door comes in four sizes: 8x7', 9x7', 16x7', 18x7'.



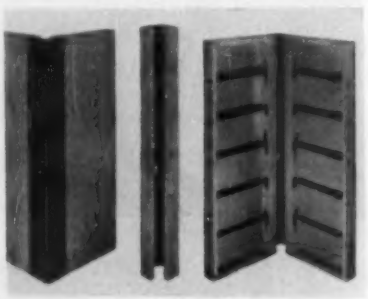
AB15061—HEATING-COOLING UNIT — HILTON, BOOTHS 183-184 — Rheem Manufacturing Co., Dept. AB, 7600 S. Kedzie Ave., Chicago, Ill. Measuring 63x30x26 inches, year 'round air conditioner has 60,000 BTU/HR heating output, 18,000 BTU/HR cooling capacity. Gas fired, unit is completely automatic, features low pressure drop condenser, sealed refrigerant system, turbo-dryer cooling coils, balanced blower, slotted burner.



AB15107—ROUTER-PLANE KIT—SHERMAN, BOOTH 597—Stanley Electric Tools Div., The Stanley Works, Dept. AB, New Britain, Conn. Ideal for small builder, versatile portable power tool kit performs majority of woodworking jobs. Consists of motor, router base, new straight and circular gauge, plane attachment, arbor, router bit, wrench plane cutter, carrying case with 10 vials for extra bits. Kit retails for $89.95.



AB15073 — LOUVRED WINDOW — HILTON, BOOTHS 317-318-319 — Sun-Sash Co., Dept. AB, 38 Park Row, New York 38, N. Y. Adjustable to any angle by "one-finger-operation," units are available to fit any opening, can be used with either screen or storm sash. Patented "Side-Seal" assures weather-tight closure. In addition to a wide variety of exterior uses, units also are practical for interior partitions and dividers.



AB15074—PLASTIC CORNER FORM —SHERMAN, BOOTH 460—Symons Clamp & Mfg. Co., Dept. AB, 4249 Diversey Ave., Chicago 39, Ill. Illustrated above is a new plastic inside corner attached to Symons plywood panel concrete forms. Much lighter than other materials, the plastic corner is easy to strip, leaves a very smooth finish, does not chip or scuff at edges. Formed on a ¾ inch radius it leaves an attractive, curved corner.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

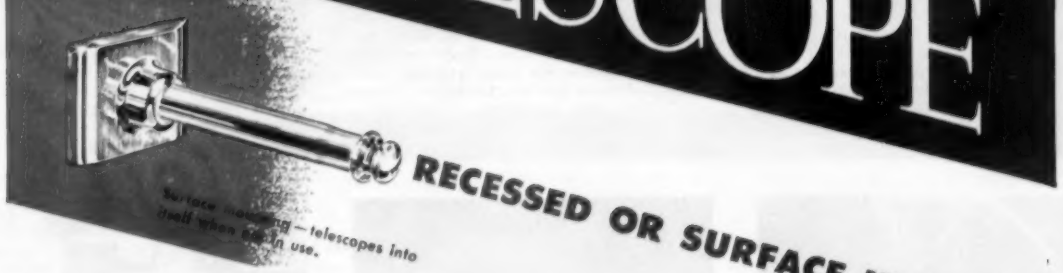
FOR THE MODERN BATHROOM...

HALL-MACK®



THE NEW...

TOW'LESCOPE



RECESSED OR SURFACE UTILITY BARS

ONE OF A SERIES ON

HALL-MACK
CREATIONS IN CHROME

Here's a bright new idea in bathroom convenience...a space-saving utility bar that actually telescopes into the wall when not in use! For extra drying space... for nylons, lingerie or guest towels...this modern bathroom accessory adds a full 14" bar with a minimum of wall space! Its clean, modern appearance fits into any bathroom, adds to its beauty and usefulness.

It's another of Hall-Mack's original ideas—*extra touches* that help you design distinctive bathrooms! Be sure to specify Hall-Mack—and Hall-Mack quality—always!

HALL-MACK COMPANY

1380 West Washington Boulevard, Los Angeles 7, California
7455 Exchange Avenue, Chicago 49, Illinois
1000 Main Avenue, Clifton, New Jersey

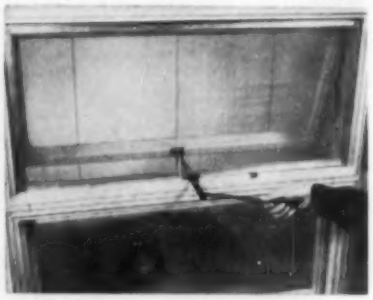
SOLD BY LEADING PLUMBING, TILE AND HARDWARE DEALERS EVERYWHERE



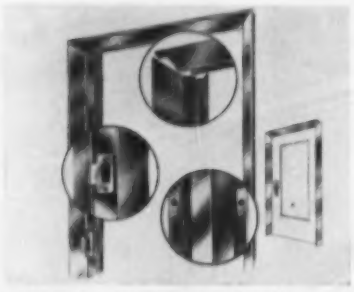
AB15165 — REFLECTIVE INSULATION — HILTON, BOOTH 15 — National Gypsum Co., Dept. AB, 325 Delaware Ave., Buffalo 2, N. Y. The new Gold Bond Twinsulation combines the insulating efficiencies of rock wool and reflective aluminum surfaces. The side of the blanket that faces the building interior is aluminum foil, while the exterior side is aluminum coated. Rock wool inside the casing also blocks passage of heat.



AB15060—PACKAGED DOOR UNIT —SHERMAN, BOOTH 533—Ready Hung Door Corp., Dept. AB, Neil P. Anderson Bldg., Fort Worth, Tex. Door and frame packaged unit has door hinged, lock in place and frame trimmed on both sides; can be installed in any inside wall opening in 20 minutes. Adjustable for wall thicknesses from 4¼ to 5½ inches, jamb can be slipped apart for installation from opposite sides of wall opening.



AB15158 — MALT-A-VENT WINDOWS — SHERMAN, BOOTH NOS. 546-547—The Malta Mfg. Co., Dept. AB, Athens, Ohio. Malta's latest wood window unit, Malt-A-Vent, can be used as a single unit or combined in different ways. Both fixed and operating units are available to make possible any desired pattern of ventilating sections. Made of select western pine, fully weatherstripped, the units are self aligning.



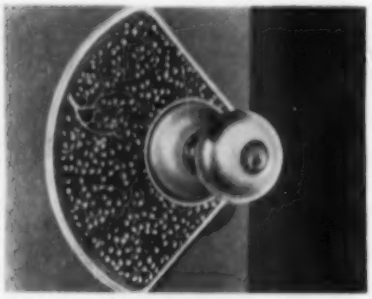
AB15159 — METAL DOOR JAMB — HILTON, BOOTH 338—Trimco Metal Products Co., Dept. AB, 6304 Olive St. Road, St. Louis 5, Mo. Shown here are Trimco's adjustable head and side pieces (top), adjustable strike plate (left) and the lock holes that bond plaster to the jamb. One man can nail the entire jamb to a precision door-fit in a matter of minutes. Wet or dry wall construction.



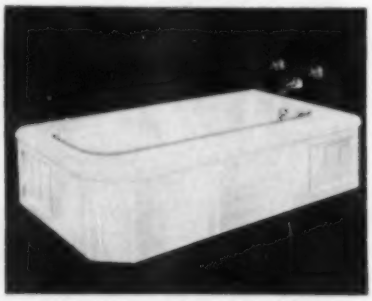
AB15122 — PACKAGED HOUSES — HILTON, BOOTH 12—United States Steel Homes Inc., Dept. AB, Charlestown Rd., New Albany, Ind. The Gunnison "Coronado" shown above is produced in 11 distinct plan variations—2 or 3 bedrooms, with or without basements, many exterior treatments. Gunnison line also includes: "Champion"—five plan variations; "Catalina"—four plan variations; Westerner"—three plan variations.



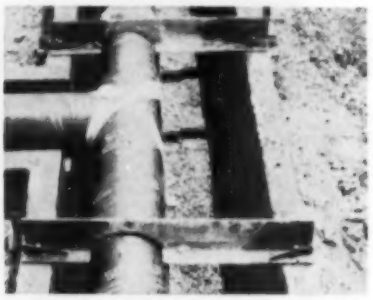
AB15203—FRAMELESS SCREENS—HILTON, BOOTH 59—Lumite Div., Chicopee Mills Inc., Dept. AB, 47 Worth St., New York 13, N.Y. New frameless tension screens of Fiberglas go up from inside in seconds, fit snug against frames, need no painting, offer a wider adjustment range than any other tension screen, states maker. Exclusive safety latches release them for easy window washing; screens roll up for quick, easy storage.



AB15157—DECORATIVE ESCUTCHEONS—SHERMAN, BOOTHS 525-526 —Lockwood Hardware Mfg. Co., Dept. AB, Fitchburg, Mass. Designed for use with Lockwood's "C" series of locksets, these Decra-Dor escutcheon plates are available in brass or aluminum. The designs are deeply etched and inlaid with brightly colored enamels. There is a choice of five designs. Shown here is "Persian Pattern."



AB15153—CORNER TUB—HILTON, BOOTHS 198-199—Allianceware, Inc., Dept. AB, Alliance, Ohio. The "Albecor" is five feet long, 15-in. deep, is made of heavy gauge steel with stainproof enameled surface. The wide seat is an integral part of the rim. The tub comes in pink, green, grey, tan and blue as well as white, and can be used in either right-hand or left-hand installations.



AB15105—FIBRE DUCTS—HILTON, BOOTH 244—Sonoco Products Co., Dept. AB, Hartsville, S. C. "SONOAIRDUCT," lightweight supply or return duct specifically developed to save time and money in installation of gas and oil-fired loop, radial and laterial slab-floor heating systems, has been improved by the use of aluminum foil as the inside liner and a black weather resistant asphalt duplex kraft outer liner.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

Builders! It's a proven fact!

"Plug-In" Strip sells homes*



* In Reading, Pa.'s "all-electric" house National Electric "Plug-In" Strip drew more approving comments than any of the other convenience features of the home.

KITCHEN — Type CF-2 (constant service) "Plug-In" Strip provides a spread of outlets every 6" along the kitchen work centers. Every appliance has its own outlet!

You *know* that such conveniences as modern kitchen facilities add real value to a home . . . increase its saleability. But did you know that there's another way to make your homes even *more* desirable and at no extra cost? It's National Electric "Plug-In" Strip, the permanent multi-outlet wiring system.

Economical, easy-to-install, "Plug-In" Strip puts your homes years ahead electrically . . . provides your prospects with all the electrical outlets they'll ever need.

Here's what NE "Plug-In" Strip offers . . .

- A spread of outlets every 18" all around the room . . . for lamps, appliances, radio, TV.
- Outlets every 6" for kitchen work centers.
- A choice of electric service—Type CF-2 for constant service; CF2-G for grounding equipment; CF-3 for both constant service and automatic switch control.

Give your homes the added lift that can mean the difference between a sale or no sale. Write for the details on National Electric "Plug-In" Strip today. It's listed by Underwriters' Laboratories, Inc.

EVERYTHING IN WIRING POINTS TO

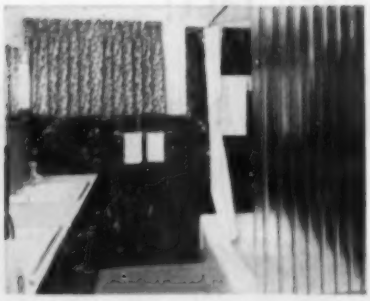
National Electric Products

PITTSBURGH, PA.

3 Plants • 8 Warehouses • 34 Sales Offices



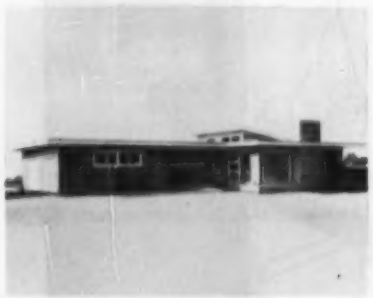
AB15015—NEW YEAR-ROUND CONDITIONER—HILTON, BOOTHS 168-171—Frigidaire Division, General Motors Corp., Dept. AB, 300 Taylor St., Dayton 1, Ohio. Frigidaire's newest addition to its 25 year old line of air conditioners is a 2-ton year around unit combining heating and cooling. The manufacturer claims it will provide weathercontrol for new and existing 4 to 6 room houses. The furnace is offered for either oil or gas fuel.



AB15095—MARBLE WALL PANELS—HILTON, BOOTH 32—Marsh Wall Products, Inc., Dept. AB, 268 Main St., Dover, Ohio. Shown here is a bathroom finished with "Marlite" marble panels. Equally suitable for countertops surrounding wash bowls, prefinished panels are authentic reproductions of rare imported marble, come in five textures: black and gold (above), verdi antique, skyros, jaune benous, rose de grignoles.



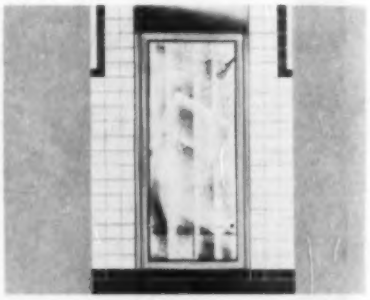
AB15026 — LOW-COST STAINLESS STEEL SINK — HILTON — BOOTH NO. 368—Carrollton Manufacturing Company, Dept. AB, Sink Div. Carrollton, Ohio. Carrollton's Stainless Steel Sinks are now at the price of cast-iron, possible because of mass production. Each bowl is seamlessly formed from one piece of 18-8 stainless steel, weighs 17 lbs., flange corners rounded (1-1½ in. radius) to fit "Hudee"-type frames, sound deadened.



AB15057—CONTEMPORARY HOME—HILTON, BOOTH 250—Pease Woodwork Co., Dept. AB, 900 Forest Ave., Hamilton, Ohio. 1955 line includes "Shorewood" above, a 4-bedroom, 2-bath unit with flat roof and clerestoried windows that bring light into the kitchen, or 3-in-12 pitched roof without clerestoried windows. Fits lot two ways with terrace to side or rear; attached garage optional. One bath serves master bedroom.



AB15106—SLIDING DOOR FRAMES, HARDWARE — HILTON, BOOTHS 239-240—Nordahl Mfg. Co., Dept. AB, 180 W. Alameda Ave., Burbank, Calif. Designed for by-passing or pocket-type installations, sliding door frames and wardrobe hardware operate quietly, are easy to install, maker says. Hardware includes nylon rollers with ball bearings; track is aluminum. May be used with any thickness of panel or plywood door.



AB15067—SHOWER ENCLOSURE—SHERMAN, BOOTH 477—Shower Enclosures Inc., Dept. AB, 1227 W. Devon Ave., Chicago 40, Ill. Aluminum "Beauti-Dor", 66 inches high, comes in three sizes to fit openings 23½ to 25, 25 to 26½, 26½ to 28 inches. Unit has self draining splash, continuous piano hinge. Translucent patterned glass is 7/32-inch thick. Door is shipped complete; installation requires only simple adjustment of jambs.



AB15039 — HARDWOOD FLUSH DOOR — SHERMAN, BOOTH 558 — Atlas Plywood Corporation, Dept. AB, Boston 16, Mass. Domestic hardwood flush doors include solid and hollow core styles in a wide variety of sizes. All material in the door is crafted by American workmen. Face selections include Birch, Gum, Oak, and other domestic woods. Builders feel that the growing seller's market calls for the beauty of flush hardwood doors.



AB15040—BASEMENT ENTRYWAY — SHERMAN, BOOTH 469 — Bilco Company, Dept. AB, New Haven 5, Conn. The most useful basement from the owner's point of view is one with an outside entrance equipped with a Bilco Basement entryway. The all steel weather-tight door is available in three sizes from building supply dealers. The door is easy to install and takes very little labor time. Manufacturer states unit is a powerful sales tool.



AB15174—CYLINDRICAL LOCKS—HILTON, BOOTHS 35-36—Yale & Towne Mfg. Co., Dept. AB, Chrysler Bldg., New York 17, N. Y. The major line of Yale cylindrical locks features a wide choice of designs and finishes. Shown here are some of the new push-button locks. Known as the Yale 5300 Series, the new line is being produced in brass, bronze and aluminum in both standard and decorative escutcheons.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

Kaustine QUALITY

can not be measured in

DOLLARS and CENTS

YOU CAN'T BUY BETTER WARM AIR HEATING AT ANY PRICE!



We go along with the contention of many building authorities that, "Quality Heating costs less even if you have to pay more."

But why pay a premium?

Kaustine fully automatic oil fired heating equipment is the *finest money can buy*. With Kaustine you can offer exacting home buyers a heating plant *second to none* in economy, efficiency and long life. And, you can do this at a cost that is competitive.

Kaustine Engineering and Factory Assembly enable you to cut construction and installation costs. Kaustine design saves valuable floor space.

THE POPULAR JERSEY "75"

This oil fired fully automatic HIGH BOY Jersey "75" requires only 3½ square feet of floor space and delivers 75,000 B. T. U.'s.
Other models from 65,000 to 250,000 B. T. U.'s.

GET ALL THE FACTS . . . WRITE DEPT. AB-1

Kaustine
FURNACE & TANK CORP.

TOPS IN QUALITY

There is a Kaustine Furnace or Winter Air Conditioner for every type of home



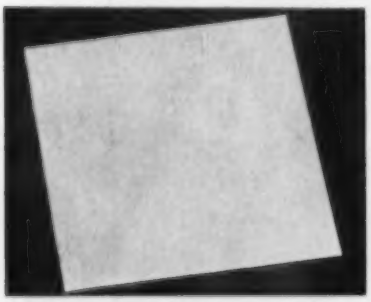
AB15204—BUILT-IN RANGE, OVEN —SHERMAN, BOOTH 425—The Tappan Stove Co., Dept. AB, Mansfield, Ohio. "Tap'n Wall," built-in range, is in choice of 4 oven styles with separate surface units and optional griddle, in choice of either lusterloy or copperloy, has clock-controlled oven, broiler, all controls at eye level. Oven styles include chrome-lined oven with visualite window, porcelain-lined oven with solid door.



AB15206 — COMBINATION WEATHERSTRIP AND SASH BALANCE — HILTON, BOOTH 11 — Zegers, Inc., Dept. AB, 8090 So. Chicago Ave., Chicago 17, Ill. "Dura-seal" is a combination metal weatherstrip and sash balance, has 4 metal springs to assure balance, makes windows easy to open, has "Si-Vel" recessed counter-balancing springs coated to eliminate noise. Dura-seal stops drafts, keeps out dust, dirt and cold.



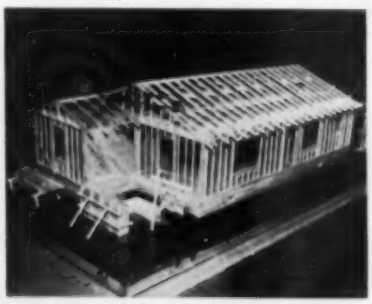
AB15207 — SELF-MODULATING ZONE HEATING — SHERMAN, BOOTH 555—Iron Fireman Manufacturing Company, Dept. AB, Cleveland 11, Ohio. "SelecTemp" heating system treats each room as individual zone with its own thermostat. Each room heated with filtered, warm air, continuously circulated by recessed wall unit. Low-pressure steam is supplied to wall units through flexible copper tubing.



AB15209—"EVERGLAZE" CERAMIC TILE — SHERMAN, BOOTH 492 — The Mosaic Tile Company, Dept. AB, Zanesville, Ohio. "Everglaze" tile is textured glaze on wall-tile body, available in 4¼x4¼-in. size and 3-in. hexagon size, is especially for counter tops and floors, is durable, scratch- and heat-resistant, has spacers for uniform close joints, modified square edge for easy cleaning, in limited palette of colors.



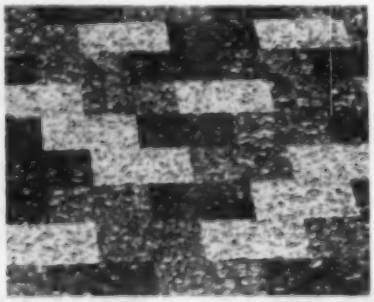
AB15211—PREFABRICATED FIREPLACE—SHERMAN, BOOTHS 508-309—Uni-bilt Division, Vega Industries, Inc., Dept. AB, Syracuse 5, N. Y. The Unibilt fireplace is prefabricated, low-cost, eliminates need for masonry, built to underwriters' specifications for use against wall surface combustible or non-combustible, can be mounted flush or recessed. Outer shell is steel, stainless steel trim, firebox is impact ceramic.



AB15212—MOISTURE VAPOR BARRIER—HILTON, BOOTH 369—The Visking Corp., Plastics Division, Dept. AB, P.O. Box 1410, Terre Haute, Ind. Shown here is framework of model home prepared by Visking showing use of "Visqueen" polyethylene film used as a moisture vapor barrier under concrete slabs and on warm side of walls. Recently introduced, the material is available through building material dealers.



AB15202 — BATHTUB ENCLOSURE —HILTON, BOOTH 338—Tubdor, Inc., Dept. AB, 5671 Freeport Blvd., Sacramento, Cal. This polished aluminum frame is furnished with a snap-on vinyl curtain which comes in 11 different color tones. It will fit any 5-foot recessed tub and adjusts for tile or plaster. It can be installed in about 30 minutes. Price is $29 each for under 100 units, $27.50 for over 100 units.

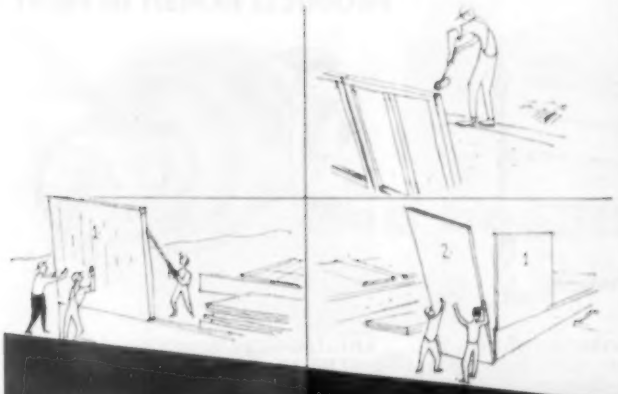


AB15056 — FLOOR COVERING — HILTON, BOOTH 356—Pabco Products, Inc., Dept. AB, 475 Brannan Street, San Francisco 19, Calif. Called Pabco "Tanbark", new inlaid linoleum is being marketed in three tones of cork color. Soil-sealed for easier cleaning and longer wear, the linoleum's standard weight makes it practical for residential and light commercial use. It is available in 6-foot wide rolls.



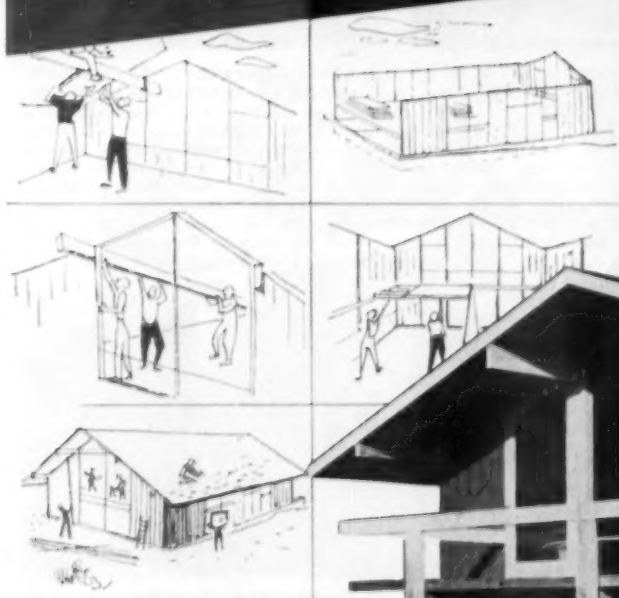
AB15205—SLIDING DOOR FRAME —HILTON, BOOTH NO. 74—Kennatrack Corp., Dept. AB, Elkhart, Indiana. Heavy steel construction of the prefabricated "Kennaframe" makes the entire assembly warp proof. Takes any type of wall finish. Three-way adjustment is easy and quick to install. Two models for all standard 1⅜ and 1¾ in. door widths offer the price and size selection builders want.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



AIMED AT THE HEART OF YOUR NEW MARKET

The 1954 Housing Act drastically changes the complexion of the new home market. Many thousands of families have long been waiting for a home with plenty of space and flexibility. Now they can afford to buy one. Both in design and price, the Techbuilt packaged house ($10,000-$30,000) fits this new market like a glove. Techbuilt offers more space for the money than any other house on the market.



TECHBUILT'S RECORD OF SOLID PROGRESS IN 1954

Ford Foundation "Excursion" TV Show on Techbuilt . . . 8-page House & Home editorial feature . . . Techbuilt model home in Weston, Mass., draws 5,000 paid admissions first weekend.

Feature article in **Living for Young Homemakers.**

First builder-franchises issued.

Featured in House & Garden, NAHB Correlator.

Award of Merit by American Institute of Architects to Techbuilt as "Best Development House" — only builder house so recognized.

30,000 potential homeowners visit Techbuilt model home in Detroit.

First public stock issue three times over subscribed before date of issue.

Parents' Magazine triple top national and regional awards to Techbuilt for "Best Home for Families with Children".

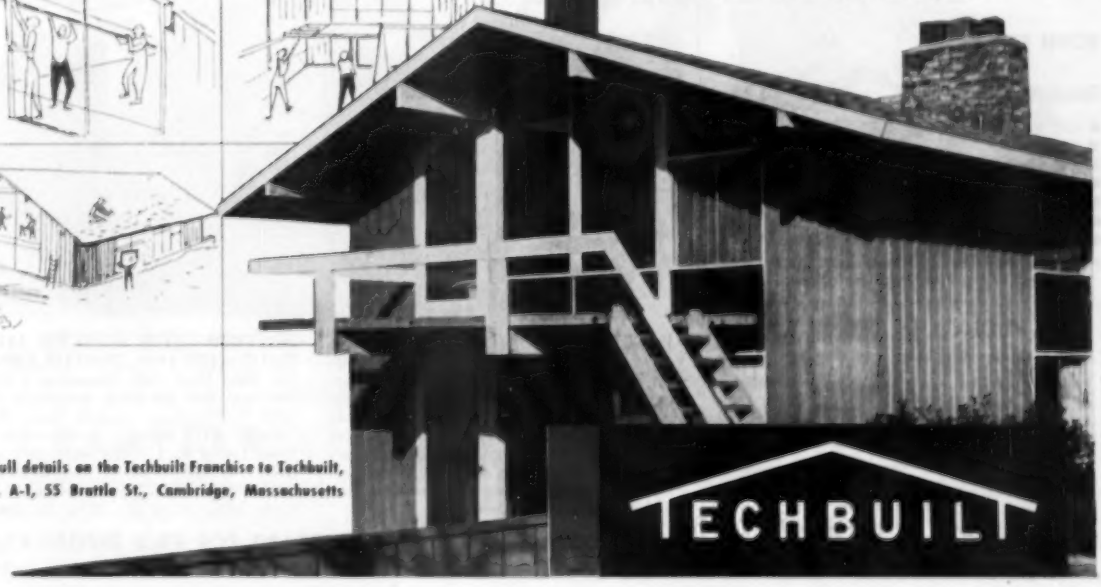
First Techbuilt houses off production line of New York fabricating plant.

First FHA-insured mortgage. Techbuilt accepted for permanent mortgages by leading insurance company in 34 states. Negotiations under way for additional fabricating facilities to serve builders nationwide.

TODAY Techbuilt has franchise builders in 14 states and Canada. Techbuilt houses have been completed in 18 states. This is only the beginning — for Techbuilt has already demonstrated its ability to profoundly influence the future of home construction in this country.

A Techbuilt franchise offers you the opportunity to build at least twice as many homes as before without increasing overhead — thus doubling your profits. It gives you fast turnover of investment, a packaged unit designed by the famous architectural firm, Carl Koch & Associates, a site-planning service, a nationally publicized pre-sold house, and national promotion.

Visit our exhibit at Hotel Sherman, Booth 458, NAHB convention, Chicago, January 16-20.



Write for full details on the Techbuilt Franchise to Techbuilt, Inc., Dept. A-1, 55 Brattle St., Cambridge, Massachusetts

TECHBUILT

Mall

WORLD'S FINEST SAWS



They're the Builders' Best Buys

MODEL 72

$69.95 Complete with Shoe



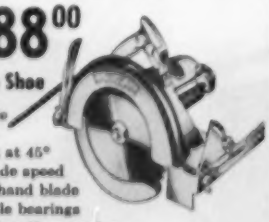
Here are two of the many different MALL saws designed for builders. First—the value-packed MALL MODEL 72—



- 7" dia. blade
- 2½" depth cut
- 2" bevel cut at 45°
- 5000 rpm. blade speed
- Weighs 9 lbs.
- Ball and needle bearings
- Runs off 1000 watt generator

MODEL 87 $88.00

Complete with Shoe



- 8¼" dia. blade
- 3" depth cut
- 1⅛" bevel cut at 45°
- 4500 rpm. blade speed
- Right or left hand blade
- Ball and needle bearings
- Runs off 1500 watt generator

40 Factory-Owned Service Warehouses, Coast to Coast, to Give You Fast, Dependable Service

MALL TOOL CO. PORTABLE POWER TOOLS GASOLINE • ELECTRIC • AIR

7732 S. Chicago Ave., Chicago 19, Illinois

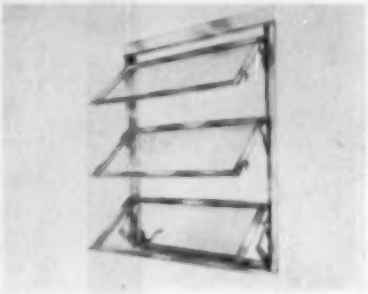
Send me free literature about the complete line of MALL Saws for builders.

Name_____

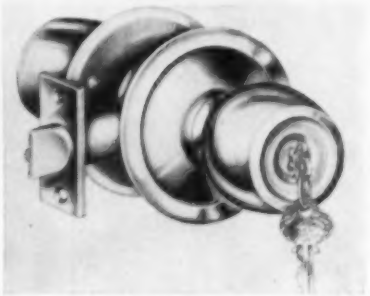
Company_____

Address_____

_____ BU-130



AB15188—AWNING WINDOW—HILTON, BOOTH NO. 129—Ludman Corp., Dept. AB, 14100 Biscayne Blvd., North Miami, Fla. Improved "Auto-Lok Model B" features "torque bar" and "powerlight" operator. Available in both over-the-sill and angle types, power-light operator has strip-proof worm thread gear and oil impregnated powdered metal (bronze and steel) gear cast into operator arm. Bottom night vent is operated by torque bar.



AB15166—CYLINDRICAL LOCKS—SHERMAN, BOOTH 488—P. & F. Corbin Division, The American Hardware Corp., Dept. AB, New Britain, Conn. Corbin has three new designs in their cylindrical lock lines. Shown here is the Crestwood. Made from solid cast brass, bronze or aluminum, the Crestwood may be purchased with 3-in., 3½-in., 5-in. or 8-in. size rose plates. Available in heavy-duty and standard-duty functions.



AB15172—STORM AND SCREEN DOOR—SHERMAN, BOOTH 520—Winter Seal Corp., Dept. AB, Meyers Rd., Detroit 27, Mich. This is the Winter Seal all-extruded aluminum combination storm and screen door. Aluminum castings at each corner assure strength and rigidity. All parts are interlocking. The owner's initial can be etched in the glass of the storm sash. Three full-mortised piano-type hinges prevent sag.



AB15112—DECORATIVE PANELING—SHERMAN, BOOTHS 561-562—The Long-Bell Lumber Co., Dept. AB, Longview, Wash. In addition to its full line of kitchen cabinets, Long-Bell will display its new "Flakewood" decorative panels and tiles at the NAHB show. Made of selected wood fibers and flakes, ¼-inch thick paneling comes in four species—maple, fir, cedar (shown above), pine. Panel size is 4x8 feet, tiles—12x12 inches and 16x16 inches.



AB15147 — PAN-O-RAMA SLIDING WALLS—HILTON, BOOTHS 304-307—Alwintite Division, General Bronze Corp., Dept. AB, Garden City, N. Y. These walls, in sizes ranging from 6-ft. wide to 24-ft. wide, glide on ball bearing rollers and accommodate stock size insulating glass. Frame and panels are completely weather-stripped. Full sized screen panel is provided for summer convenience.



AB15210—NEW FORCED AIR FURNACE—HILTON, BOOTH 150—Royal Jet, Inc., Dept. AB, Alhambra, Calif. Firm has new line gas-fired, forced-air furnaces with 7 forced-air models from 75,000 to 150,000 BTU input, 5 counter-flow models from 75,000 to 110,000, have belt or direct drive. RFA-80 Custom Model, shown, has "snap off-snap on" door design, is 58¼ in. high, 14$\frac{3}{16}$ in. wide, 25$\frac{5}{16}$ in. deep.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION
PAGE 229

matching beauty by WESLOCK



the 500 CONCAVE series

Matching beauty in Locks, Knobs and Pulls for every door, drawer and cupboard in the home.





See our exhibit in Booth 433 Hotel Sherman

Write for further information

WESTERN LOCK MFG. CO

Manufacturers of Weslock Residential Locksets and Builders Hardware

WESTERN WESLOCK

GENERAL OFFICES: 211 NORTH MADISON AVE., LOS ANGELES 4, CALIF. • FACTORY: HUNTINGTON PARK, CALIF.



Here's a practical and proved non-mortise hinge you can depend on to make door hanging easier, faster and more economical—and give complete satisfaction.



8 BIG QUALITY FEATURES

1. Heavy ½" shoulder . . . means extra supporting strength.
2. E-Z-Out Pin . . . it comes out with a flick of the screw driver . . . at the top—for easy application.
3. Non-rising pin . . . pin stays in place . . . where you want it when door is hung.
4. Heavy gauge . . . not lightweight . . . made to carry a door 1⅜" thick.
5. Staggered screw holes . . . regular drilling . . . won't split wood doors.
6. No special tools required . . . screw driver does the whole job.
7. No mortising . . . hang doors quicker . . . 3 times faster. And if door must later be removed—neither door nor jamb is permanently marred.
8. Self aligning . . . easy to use . . . no measuring or cutting.

Available in the popular 3½ inch size . . . in your choice of three finishes —dull brass plated, bright nickel plated and bonderized prime coated.

Order now from your Building Supply Dealer or Hardware Dealer—or write for folder giving detailed information.

see these Non-Mortise Hinges at the McKinney Booth No. 348 Conrad Hilton Hotel • January 16 to 20

McKINNEY
SINCE 1865
MANUFACTURING COMPANY
1715 Liverpool St., Pittsburgh 33, Pa.



AB15114 — GARAGE DOOR — HILTON, BOOTHS 189-190—Barber-Colman Co., Dept. AB, Rockford, Ill. Immunity to deterioration for the new "Barcol Weather-King Overdoor" line will be visually demonstrated at the NAHB show by a "dunking test" in the Barber-Colman booth. Doors feature "Dorlux" panels and a newly-developed Masonite product guaranteed against weather for life. Stiles and rails are toxic-treated by immersion.



AB15156 — KITCHEN MAID NUTMEG—HILTON, BOOTH NOS. 218-219—The Kitchen Maid Corp., Dept. AB, Andrews, Ind. A new natural wood finish called Nutmeg is being featured for the kitchen cabinets and other kitchen furniture offered by this manufacturer. New units in the line include a pull-out table, ironette, pull-out ironing board, portable laundry cart, swing-shelf base unit, hide-a-rack for hanging ironed clothes.



AB15115—DEHUMIDIFIER — HILTON, BOOTH 365—Berns Mfg. Corp., Dept. AB, 3050 N. Rockwell, Chicago 18, Ill. "Air King Dri-Aire" electric dehumidifier removes 2 to 3 gallons in 24 hours, dehumidifies up to 10,000 cu. ft. Has removable 2-gallon capacity drawer-type container, fitting for permanent drain and is available with "Air King Timer." Operating unit is permanently oiled, hermetically sealed.

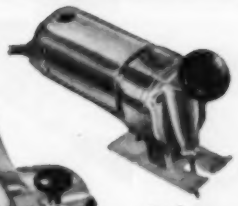
◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



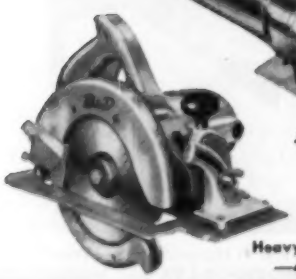
Light & Heavy Drills
—31 models



Screw Drivers
—21 models



Jig Saw



Heavy Duty Saws
—4 models



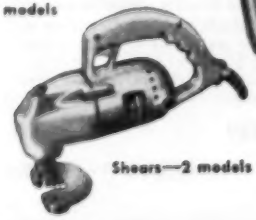
Orbital Sanders
—2 models



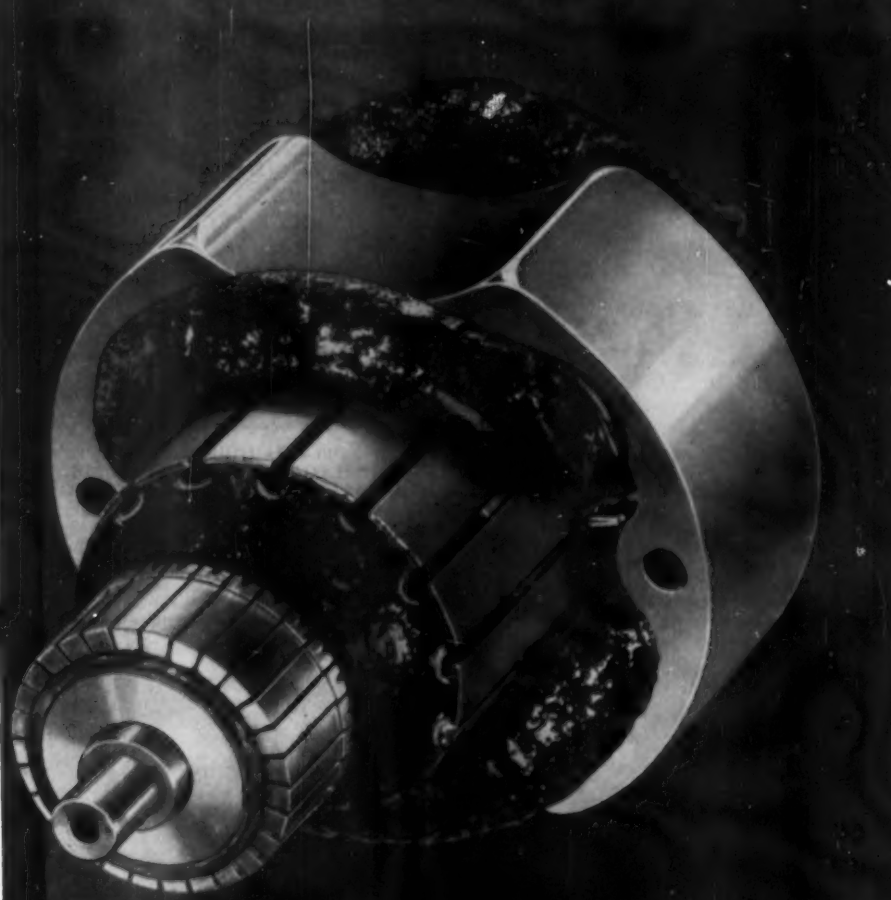
Bench Grinders
—4 models



Hammers
—4 models



Shears—2 models



When we say Black & Decker Tools have *GUTS* —here's why:

It's the *power plant*—heart of every Black & Decker Portable Electric Tool! Every B&D motor is designed and built specifically *for each tool and the job it does!* When we say these tools have *guts*, we're talking about B&D-built motors that can take it, that stand up whether your job is drilling, grinding, sanding, sawing, hammering, driving screws or shearing metal.

Here are the compact, lightweight, tough Universal-type motors built specifically to supply ample torque at most efficient spindle speeds . . . to deliver the kind of results you have a right to expect from every tool in the Black & Decker line. And, B&D offers you a complete range of over a hundred tools for every construction and maintenance operation. For a demonstration, see your B&D distributor, or write: The Black & Decker Mfg. Co., Dept. H-101, Towson 4, Maryland.

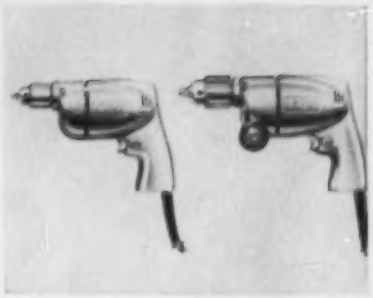


For nearest distributor, see "Tools-Electric."

LEADING DISTRIBUTORS EVERYWHERE SELL

Black & Decker

PORTABLE ELECTRIC TOOLS



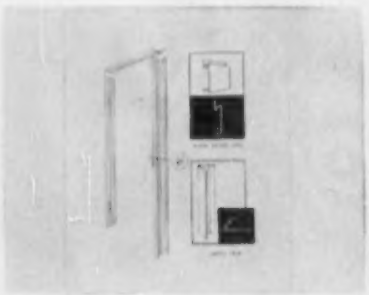
AB15075 — PORTABLE DRILLS — SHERMAN, BOOTH 587—Skil Corp., Dept. AB, 5033 N. Elston Ave., Chicago, Ill. Portable electric drills, Model 75 (right) and Model 78, are improved items in Skil line of power tools. Drills have 55 percent more power than former models, are lighter in weight. Model 75, a heavy duty tool, is available in optional speeds. Model 78 is standard duty for steel up to ⅝ in., wood up to ⅝ in.



AB15200—HARDBOARD PLYWOOD — HILTON, BOOTHS 147-149 — United States Plywood Corp., Dept. AB, 55 W 44th St., New York 36, N. Y. Samara Weldwood plywood shown here used as paneling in a recreation room. The finish bears a close resemblance to African mahogany, costs only about $21 for a wall area of 8 by 12 feet. Weldwood contact cement, which does not require clamping, is used for application.



AB15018 — 30-INCH GAS RANGE — SHERMAN, BOOTH 489—Dixie Products, Inc., Dept. AB, Cleveland, Tenn. This large oven, 30-inch range is a space-saving kitchen appliance that builders might consider for future developments. The range has a high backguard electric clock with four hour interval timer and appliance outlet. Burners have high, low, or simmer heating with locking type valves. The 30-inch size saves valuable kitchen floor space.



AB15003—METAL DOOR FRAME— HILTON, BOOTH 310—Kewanee Mfg. Co., Dept. AB, Kewanee, Illinois. Has matching metal door frames and metal trim and baseboard. The manufacturer claims savings as the plaster grounds are no longer needed. When the plasterer finishes, the steel units can be painted. Dry wall construction works equally as well with the metal units. The trim is galvanized and bonderized ready for paint.



AB15103 — KITCHEN CABINETS — SHERMAN, BOOTH 450—H. J. Scheirich Co., Dept. AB, Louisville 9, Ky. Called "Bronzeglow Birch," kitchen cabinet line features beautifully grained select birch door faces, warp-resistant hollow core door construction—doors are ⅞" thick. Heavy cast pulls are finished in bronze tone to blend with the birch. Drawers have contoured "flow front" design, are center-guided with "Auto-Stop" slides.



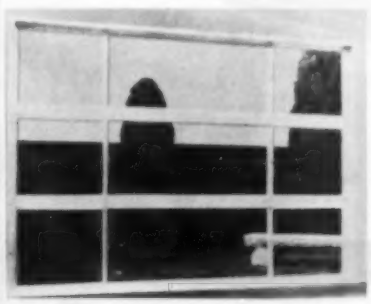
AB15006—NEW TILING-IN BEAD— HILTON, BOOTHS 94-96 — Kohler Company, Dept. AB, Kohler Wis., An improved tiling-in bead now on all Kohler cast-iron tubs makes them equally adaptable to either wet or dry wall construction, according to the manufacturer. This feature changes the inventory requirements, giving greater flexibility to the Kohler distributors, speeding deliveries to the local plumber, faster service to the builder.



AB15201 — COOLING UNIT FOR WARM AIR SYSTEM — HILTON, BOOTH 377—United States Air Conditioning Corp., Dept. AB, Como Ave. Southeast at 33rd. Minneapolis 14, Minn. This Kooler-aire air-cooled condensing unit can be used to convert a warm air heating system to all-year air conditioning. It is combined with a direct expansion coil installed at any point in the air supply system. Two models—2-ton and 3-ton.



AB15082—LAUNDRY TUB—SHERMAN, BOOTH 403—Wessels Co., Dept. AB, 1625 E. Euclid Ave., Detroit 11, Mich. Styled to match modern automatic washers and dryers, this compact unit measures 35½x29x19¼ inch over-all. Twenty-one gallon capacity Fiberglas tub is said to do the job of 2-part tub merely by inserting overflow tube. Washing supplies can be kept handy in 19x29x16-inch storage area below tub.



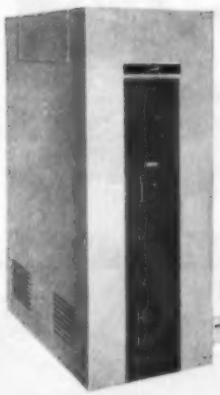
AB15055—SLIDER WINDOW WALL UNIT—HILTON, BOOTH 367—Per-Fit Products Corp., Dept. AB, 1200 E. 52nd St., Indianapolis, Ind. Aluminum window wall unit, 9x6 feet, is made up of three standard size 9020 Per-Fit slider windows. Any size can be made with combinations of standard size 500 series sliders, 2 to 6 feet in width, or Per-Fit slider picture windows, 7 to 9 feet in width. Exterior trim is integrated with frame.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

There's a 1955 SERVEL

ALL-YEAR® AIR CONDITIONER

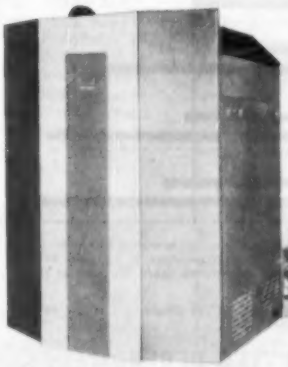
for every home you build



One unit cools, heats, and air-conditions all year round



2-ton model—Two full tons of refrigeration . . . 72,000 Btu/hr. heating—in just 2½′ x 4′ of floor space! This compact Servel unit is ideal for small, low-cost homes. No moving parts in the heating or cooling unit, of course—thanks to Servel's exclusive absorption principle of refrigeration!



"No moving parts" means quiet, economical, dependable operation



3-ton model—This one compact unit—Servel's "big-home size"—provides complete home comfort 365 days a year, as do all Servel models. Yet it costs little more than a heating plant alone! Year-round climate control, the quiet, economical Servel way, means more sales, faster sales for you.

Performs all 7 air-conditioning functions



5-ton model—Capacity enough for your larger houses where the extra sales stimulus of air conditioning is particularly important! Heats in winter, cools in summer, cleans the air, removes excess moisture on hot days, adds needed moisture on cold days, circulates, ventilates!

NAHB Show, January 16-20 in Chicago. Space: 185-186-187-188

SERVEL, INC., Dept. AB-15, Evansville 20, Indiana

Servel

the name to watch for great advances in

AIR CONDITIONING ✓ REFRIGERATION

CONCLUSIVE PROOF

that correct gas venting requires an insulated vent

PROOF OF LOWER HEAT LOSS

— only an insulated vent conserves maximum vent gas heat to assure more venting power and prevent condensation.

COMPARISON OF HEAT LOSS THROUGH INSULATED (METALBESTOS) AND UNINSULATED* VENT PIPE

Distance Along Vent From Draft Hood	Type of Vent	Heat lost from vent gases (in BTU. per hour) 2000 4000 6000 8000 10,000
10 ft.	METALBESTOS	
	UNINSULATED VENT	
20 ft.	METALBESTOS	
	UNINSULATED VENT	
30 ft.	METALBESTOS	
	UNINSULATED VENT	
35 ft.	METALBESTOS	
	UNINSULATED VENT	

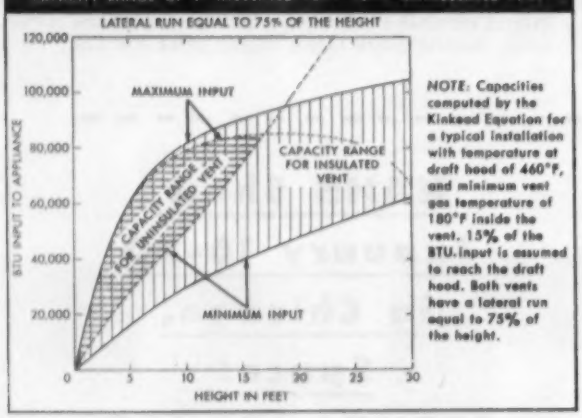
NOTE: Calculations based on 5" vent pipe with a height of 20' and a lateral run of 15'. Appliance input is 125,000 BTU. with 15,000 BTU. per hour assumed to reach the vent at the draft hood.

*Uninsulated vents are vents such as single-wall sheet metal, cement-asbestos and terra cotta.

PROOF OF BETTER PERFORMANCE

— only an insulated vent provides maximum venting capacity.

CAPACITY RANGE OF 4" INSULATED VENT VS 4" UNINSULATED VENT



NOTE: Capacities computed by the Kinkead Equation for a typical installation with temperature at draft hood of 460°F, and minimum vent gas temperature of 180°F inside the vent. 15% of the BTU. input is assumed to reach the draft hood. Both vents have a lateral run equal to 75% of the height.

Be sure of safe, correct venting—
***specify METALBESTOS**—the first and leading double-wall, insulated gas vent pipe.*



METALBESTOS DIVISION
WILLIAM WALLACE COMPANY · BELMONT, CALIF.

Stocked by principal jobbers in major cities. Factory warehouses in Atlanta, Dallas, Philadelphia, Des Moines, Chicago, New Orleans.

Built to produce the Ultimate in

Architectural Harmony

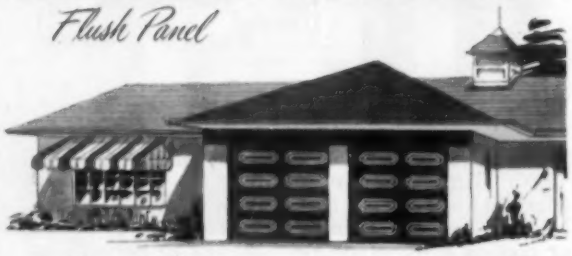
RAYNOR WOOD SECTIONAL OVERHEAD DOORS

Visit Raynor Booth 581 Sherman Hotel

National Association of Home Builders — January 16-20, 1955



Flush Panel



Carved Panel



Plain Panel

See for yourself—inspiring beauty, effortless operation and the lasting dependability designed and built into every Raynor Overhead Door.

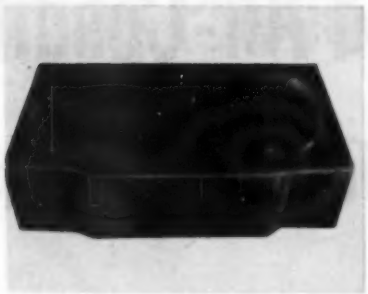
Don't miss the RAYNOR-ETTE—this year's most outstanding Economy Door!

Check your telephone directory or write direct for the name of your nearest Raynor representative.

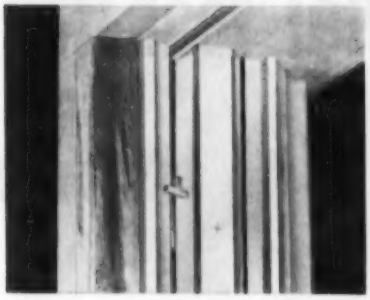
SEE OUR CATALOG IN SWEETS

RAYNOR
MANUFACTURING COMPANY, DIXON, ILL.

Builders of a Complete Line of Wood Sectional Overhead Doors



AB15208 — LIQUID PLASTIC TUB PROTECTOR—HILTON, BOOTH 174—Protectub, Inc., Dept. AB, 71 Ludlow St., New York, N. Y. Black, strippable plastic coating called "Coat-A-Tub" is made of liquid vinyl plastic, is easily applied to enameled surface with whitewash brush, dries to strong, flexible film, is peeled off after construction, is effective protection on all plumbing fixtures, packed in 1, 5, 55 gal. cans.



AB15213 — WINDOW BALANCE — HILTON, BOOTH 101; SHERMAN, BOOTH 528—R.O.W. Sales Co., 1322-66 Academy Ave., Dept. AB, Ferndale 20, Mich. R.O.W. removable windows will be available with optional "Liftlox" balance after March 1. With Liftlox balance, R.O.W. windows raise, lower with finger pressure. Sash lock at desired position, do not creep. No tapes, hooks to unfasten. Balance does not attach to sash.



AB15020—WINTER-SUMMER CONDITIONAIR — SHERMAN, BOOTH 453—Delco Appliance Div., General Motors Corporation, Dept. AB, Rochester, N.Y. Winter or summer weather conditionair keeps a house at any desired temperature. The unit has either a 2 or 3 ton water-cooled, air conditioner and a 75,000 BTU oil-fired furnace or a 90,000 BTU gas-fired furnace. Dimensions are $41\frac{1}{2} \times 20\ \frac{5}{8} \times 75\frac{13}{16}$ for the three ton unit.



AB15051 — ROOF DECKING — HILTON, BOOTHS 116-117—Insulite Division, Minnesota & Ontario Paper Co., Dept. AB, 500 Baker Arcade Building, Minneapolis 2, Minn. Single, labor-saving application of Insulite roof deck provides roof sheathing, roof insulation and pre-finished interior ceiling. New 3-in-1 material designed for flat or low-pitch roofs with exposed beams. Available in 2x8-foot units, 1½, 2 and 3 inches thick.



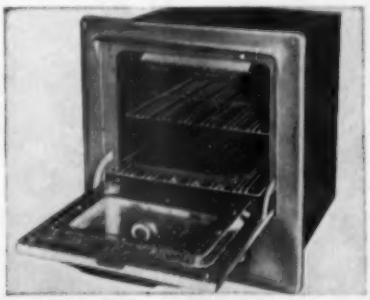
AB15052—PREFABRICATED HOME —HILTON, BOOTHS 166-167—Modern Homes Corp., Dept. AB, 14507 W. Warren Ave., Dearborn, Mich. This model features open planning, sound "conditioning" of bathroom and ceiling, modular construction, "Klear-Span" (steel joists with wood panel decking) floor system, and a scissors truss which provides 10-foot vault-type ceiling. Modern's new "Power-Glide" sliding windows are included in all models.



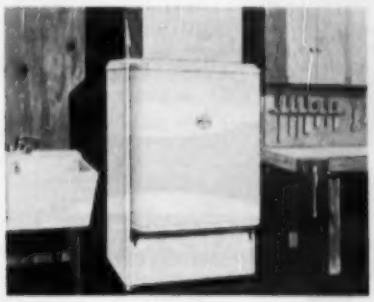
AB15101—KITCHEN CABINETS—HILTON, BOOTHS 228, 229, 230; SHERMAN, BOOTH 447—Geneva Modern Kitchens Div., Acme Steel Co., Dept. AB, Geneva, Ill. Designed and built exclusively for the builder, Geneva will introduce complete new kitchen cabinet line at NAHB show. Line includes standard sizes of wall and base cabinets, corner revolving-type units, cabinet sinks, and special cabinets to fit built-in equipment.



AB15169 — PIC-A-DOR CABINET — HILTON, BOOTHS 113; 215-217—Tracy Kitchens, Dept. AB, 3125 Preble Ave., Pittsburgh 33, Pa. This versatile new cabinet is a standard-sized steel cabinet with gliding doors in a choice of decorative materials. The Pic-A-Dor is also available without doors but fitted with grooves and runners for custom-made doors. It can be hung as a wall cabinet, used as an island base or mounted on legs.



AB15120—WALL OVEN—HILTON, BOOTH 379—Griswold Mfg. Co., Dept. AB, Erie, Pa. "Aristocraft" oven is completely self contained and ready to install, requires no aditional insulation or exterior vents. Front trim of fully automatic unit measures 23x26½ inches; interior is 16x15-x19 inches. Exterior finish is stainless "lifetime" satin chrome. Electrical rating: 118/236 volts AC, 3-wire single phase 60 cycle service.



AB15154 — HEATING-COOLING UNIT—HILTON, BOOTHS 191-194; 206-208—Crane Co., Dept. AB, 836 S. Michigan Ave., Chicago 5. This compact new heating-cooling combination measures only 2x3x5 feet. It is engineered to burn either gas or oil with equal efficiency. The refrigeration system features two one-ton compressors instead of the usual two-ton unit to provide the proper humidity level at all times.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

At last! Central Year 'Round Air-Conditi

It's practical and profita

RHEEM



ALSO AVAILABLE WITH AIR-COOLED CONDENSERS—NO WATER REQUIRED.

oning Priced Right For Low-Cost Homes

ble when you install the

Year 'Rounder

Now you can profitably install year 'round air-conditioning in every home you build, no matter how small.

The secret is the Rheem Year 'Rounder—an amazingly compact unit providing year 'round *central* air-conditioning, efficiently and economically. That means it is now practical and profitable to install air-conditioning in even the smallest homes. And how they'll sell when the word gets around!

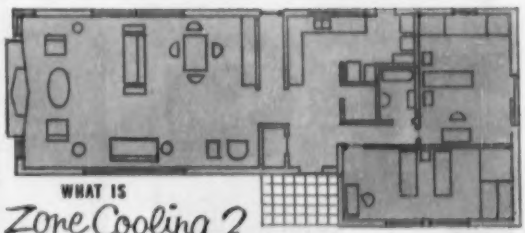
Imagine the impression on your prospective buyers when they learn that all it takes is a simple flick of a control to convert the wintertime heating to summertime cooling. And the name "Rheem" enables you to sell with confidence, for it is your assurance that the Rheem Year 'Rounder is a quality unit, made by one of the world's foremost manufacturers of home heating appliances and air-conditioning equipment.

The Rheem Year 'Rounder is so compact that it can be installed in practically any floor plan. The smaller sizes are designed for "zone cooling" (see illustration at upper right). Larger sizes will cool an entire home.

So make this year *your* year with the Rheem Year 'Rounder. Air-conditioning could be *the* sure-fire sales feature in every home you build—the difference between a quick sale and no sale for months. Ask your heating contractor about the Rheem Year 'Rounder today.

YOU CAN RELY ON Rheem A GREAT NAME IN HEATING AND AIR-CONDITIONING

1225 Lockwood Drive, Houston, Tex.; 7600 S. Kedzie Ave., Chicago, Ill.; Sparrows Point, Md.; 3693 E. Marginal Way, Seattle, Wash.; 4361 Firestone Blvd., Southgate, Calif.; Rheem International (Canadian Sales), 477 Madison Ave., New York, N.Y.



WHAT IS *Zone Cooling?*

Zone cooling means cooling rooms when they are most actively used—the living quarters in the daytime and the sleeping quarters at night. Saves on operating costs as well as on original investment. The Rheem Year 'Rounder line provides models that are designed for this type of installation.



The houses that sell fastest in 1955 will have air-conditioning. You'll find that comfort-conscious home buyers are looking for it more and more, and you can provide it most easily and economically with the Rheem Year 'Rounder.

GET THE FULL STORY

Please send complete information on the Rheem Year Rounder.

NAME _____ TITLE _____

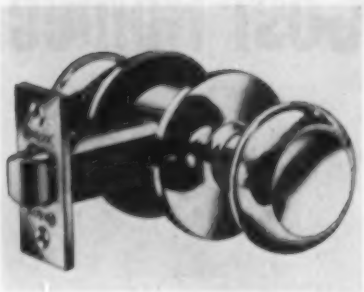
FIRM _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

FILL OUT THIS COUPON AND MAIL TO NEAREST REGIONAL OFFICE

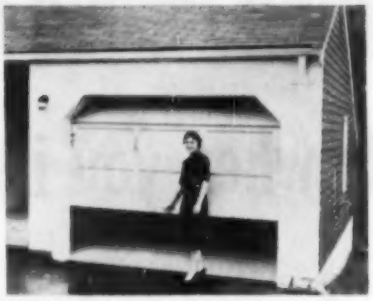
Addresses listed at left. AB-1



AB15170 — LOCKSETS—SHERMAN, BOOTH 433—Western Lock Mfg. Co., Dept. AB, 211 N. Madison Ave., Los Angeles 4, Cal. A feature of this line is the 500 series concave locksets with matching concave cabinet hardware for every door, drawer and cupboard in the home. Weslock entry locks feature 5-pin tumbler security, split spindle operation, oversized rosettes with concealed screws and fast installation.



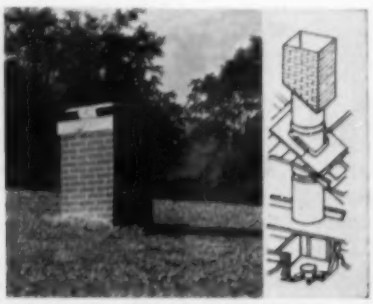
AB15118 — ALUMINUM AWNING WINDOWS—HILTON, BOOTHS 55-56—Gate City Sash & Door Co., Dept. AB, 15 S.W. Third Ave., Ft. Lauderdale, Fla. Big features are "no-splash" rain protection, self-adjusting sash arms, completely enclosed hardware, complete weatherstripping, aluminum strip glazing, easy operation, "permanized" finish. Five standard widths available with one to five vents. Push-button motorized operation optional.



AB15124—ROLL-UP GARAGE DOOR — SHERMAN, BOOTHS 441-442—Garage Hardware Div., The Stanley Works, Dept. AB, New Britain, Conn. "Free-way" overhead door comes in 6 sizes, 8'x6'6" to 9x7', and in 8 designs. Features include: inclined heavy gauge 2" track for "free-way" action with an adjustable top corner bracket that assures a weathertight fit; adjustable lock strike; ball bearing roller hinges; easily adjusted tension springs.



AB15144—SLIDING GLASS DOORS —SHERMAN, BOOTH 468—T. V. Walker & Son, Dept. AB, P.O. Box 547 Burbank, Cal. Capri sliding glass doors are made in a combination of wood and aluminum or all aluminum. Stiles are aluminum, top and bottom rails are either aluminum or fine grain hardwood ash. Doors have mohair pile weatherstrip on sides, top and bottom. Three types of doors available.



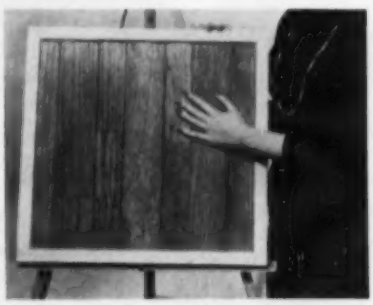
AB15176 — PACKAGED MASONRY CHIMNEY—HILTON, BOOTHS 124-125—Van-Packer Corp., Dept. AB, Bettendorf, Iowa. New feature of this packaged chimney is functional design rain cap assembly for faster installation and elimination of downdrafts. The chimney installs in 3 man-hours or less on an average one-story house. Tested by Underwriters' Laboratories for all fuels. Accepted by FHA and model building codes.



AB15148 — MULTICOLORED WALL ENAMEL—SHERMAN, BOOTHS 451-452—Maas & Waldstein Co., Dept. AB, 2121 McCarter Highway, Newark 4, N. J. Through the use of "Plextone" it is now possible to spray a surface with two or more colors simultaneously in a single spray coat. No special equipment or technique required. Plextone is rated as one of the most washable flat interior paints in commercial use today.



AB15168—BUILT-IN RANGE—HILTON, BOOTH 372—The Stieglitz Corp., Dept. AB, 2006 Portland Ave., Louisville, Ky. Infra-Aire cooking top model 4-SC requires a depth of only 3 in., saving top drawer space. The stack-on oven unit is available in three sizes to fit standard kitchen cabinets. An insert oven unit is also available for installation in wood or masonry construction.



AB15146 — PLANK FLOOR — HILTON, BOOTHS 66-67—E. L. Bruce Co., Dept. AB, Memphis, Tenn. Alternating strips of 2¼-in. and 3¼-in. Southern oak with bevels give an effect similar to that of an expensive custom-laid random floor. Factory-applied seal eliminates on-the-job sanding and finishing. Installed cost is estimated at same or less than select unfinished flooring.



AB15145—CERAMIC FACED TILE —SHERMAN, BOOTHS 458-459—Porcelain Enamel Products Corp., Dept. AB, Rehoboth, Mass. "Veos" ceramic-on-steel wall tile on patented foundation board is designed for rapid installation over dry wall or prefab construction. The ceramic surface is guaranteed against crazing or fading. Tile is available in 4½-in. and 8¼-in. sizes. Wide color range.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



diesel or gasoline power



in OLIVER'S *new Super 55*



most powerful tractor of its type!

Two husky overhead valve Super 55 engines to choose from! Pick the fuel that fits your needs the best, cuts your costs the most.

The diesel is a *full* diesel—starts and runs on diesel fuel alone. An engine rugged and responsive, and one that takes little upkeep. And this diesel is weatherproof—easy to start even after long layups.

Pick the gasoline, and you get an engine with a compression ratio of 7.0 to 1—highest for an industrial tractor! Extra high compression means greater power on less fuel, better performance on every job.

See this new Oliver, drive it yourself! Check its power, handling qualities and many attachments. Check, too, its many standard features—6 forward speeds, double-disc brakes, ball-type steering. See your Oliver Industrial Distributor, soon!

THE OLIVER CORPORATION

400 West Madison Street, Chicago 6, Illinois

a complete line of industrial wheel and crawler tractors







AB15116—KITCHEN CABINETS — SHERMAN, BOOTHS 531-573-574— Curtis Companies Inc., Dept. AB, Clinton, Ia. New birch kitchen cabinet line is said to embody "53 features women want most" and offers builders many advantages and sales points. The natural birch cabinets have swing and revolving shelves, slide-out bins and trays, convenient pass-through units. Sizes are available to fit any kitchen; sold through lumber dealers only.



AB15152—PACKAGED CHIMNEY—SHERMAN, BOOTH 599 — General Products Co., Dept. AB, Fredericksburg, Va. This is a new chimney unit with an authentic brick-look chimney top. Trade name is Air-Jet Brick Beauty. The design is of embossed aluminum, construction finished brick red with depressed off-white mortar lines. The chimney weighs about 100 pounds, is UL approved for use with oil, coal, wood or gas fuels.



AB15119 — VINYL FLOOR TILE—SHERMAN, BOOTH 455—The Goodyear Tire & Rubber Co., Dept. AB, Akron 16, O. A companion line to Goodyear's residential rubber flooring, new all-vinyl tile of .080 thickness is said to have these advantages: can be contour-coved on the job; doesn't rot or mildew; needs no waxing; has superior stain resistance and a high resiliency that reduces noise, breakage and chipping; wide color range.



AB15173 — INSULATING SHEATHING—SHERMAN, BOOTHS 493-494—Wood Conversion Co., Dept. AB, First National Bank Bldg., St. Paul 1, Minn. Improved Nu-Wood sheathing has greater surface protection and increased nail-holding strength. New nailing guide lines make application faster and easier. This sheathing is asphalt impregnated, can be used under wood siding, wood and asbestos shingles, stucco or masonry veneer.



AB15175 — CABINET SINKS — HILTON, BOOTHS 118-122 — Mullins Manufacturing Corp., Dept. AB, Warren, Ohio. Youngstown Kitchens' Diana line has three new cabinet sinks in widths of 48-in., 54-in. and 66-in. (shown above). The porcelain enameled sink tops have stainless steel backlash and front trim. Top right drawer in two largest models contains an exclusive new cutting board. Handles have chrome finish.



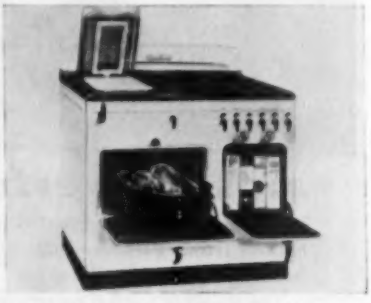
AB15167 — ARCHITECTURAL SKETCHES AND COLOR CONSULTATION—HILTON, BOOTHS 324-325—Quale Associates Studio, Dept. AB, 2525 W. Seventh St., Los Angeles 57, Cal. In addition to architectural renderings and scale models, Quale Studio is now offering builders professional aid in problem of color, especially as applied to groups of tract houses. The service is on a nation-wide basis.



AB15117—PACKAGED DINING UNIT —HILTON, BOOTH 300—Dine-A-Nook Sales, Dept. AB, 624 S. Michigan Ave., Chicago 5, Ill. Fold-away dining unit looks like a built-in cabinet when not in use, seats four people when open. Practical for small kitchens, breakfast nooks, patios, breezeways, rumpus rooms, unit is built of heavy gauge, all-welded steel, has plastic paneled table and bench tops, comes in black, suede gray, copper bronze.



AB15171 — FRICTION CATCH — SHERMAN, BOOTH 419—Washington Steel Products, Inc., Dept. AB, 1940 E. 11th St., Tacoma 2, Wash. This modification of this company's "1125" friction catch, for stile rather than shelf mounting, incorporates the catch on a curved steel mounting base, allowing installation for lipped doors. Known as "Washington 1126," the new catch is of a material unharmed by acids, moisture or temperature changes.

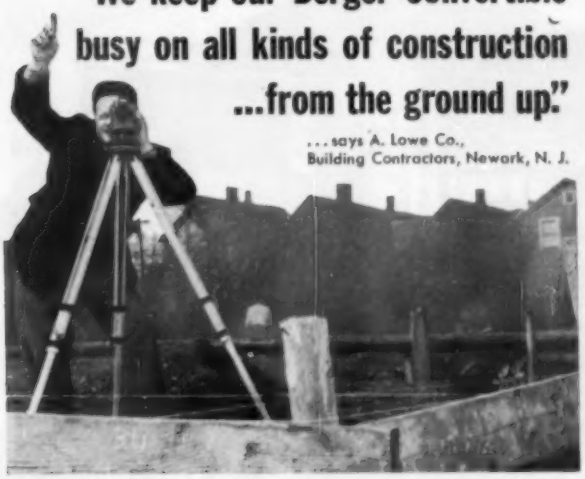


AB15155 — CONSOLE RANGES — SHERMAN, BOOTH 470—Chambers, Dept. AB, Shelbyville, Ind. Chambers' 1955 line features two new ranges at lower price levels. The 41-CB, shown here, retails at $299.95, with trade-in of an old range. Model 61-CB, with the Chambers exclusive Thermowell, retails at $349.95, with trade-in. Both ranges have an in-a-top broiler-griddle, full-size utility and crisper compartment.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

"We keep our Berger Convertible busy on all kinds of construction ...from the ground up."

...says A. Lowe Co.,
Building Contractors, Newark, N. J.



"One day you'll see it at work laying out a new factory site, marking batter boards, checking elevations for excavating and grading. Or it's measuring elevation of concrete piers for the steel columns of an office building, setting lintels, aligning and plumbing structural steel. On another job, we'll have it picking up elevations for finished floors, measuring hung ceiling heights, setting door bucks, and checking all other stages of construction."

That's because the Berger is built for builders—designed to be consistently accurate, simple to set up for quick readings, easy to level up. The image you see through the 12", 24 power telescope with its coated optics is *right side up*. Rigid and sturdy —of brass and bronze construction—it takes the bumps in the field and stays on the job without time lost for repair.

Before buying a Convertible... *Compare!*

This table compares the Berger Convertible with the other two leading instruments—shows why so many more builders buy BERGER.

	Berger Convertible	Convertible No. 1*	Convertible No. 2**
TELESCOPE	24-26 power 34 mm. clear aperture bronze vial sensitivity 60 sec.	less 30 mm. clear aperture fabricated vial sensitivity 90 sec.	less 33 mm. clear aperture zinc die cast vial sensitivity 120 sec.
OPTICS	Coated	Coated	Coated
FOOT PLATE	Brass Trivet integral	Aluminum Trivet integral	Brass Trivet points separate
HORIZONTAL CIRCLE	Forged Brass	Alur. inum	Brass
YOKE FRAME	Bronze	Aluminum	Zinc
TANGENT PIECE	Brass	Aluminum	Integral with clamp
TELESCOPE CLAMP	Brass	Aluminum	Zinc
PLATE LEVEL	Yes	No	No
CASE	Mahogany transit case	Level type box	Level type box
STRAP	Padded leather handle	Plain leather *Retails higher than Berger*	Plain leather ***Retails lower than Berger*

Quick delivery—thanks to enlarged capacity
Price $219, complete with mahogany transit case, tripod, plumb bob, sun shade and instruction manual.

Write for literature on this and 12" Dumpy Level, Service Transit-Level. And ask about our Engineers' Transits and Levels.

C. L. Berger & Sons, Inc., 37 Williams St., Boston 19, Mass.

THE BEST IN SIGHT IS

BERGER

ENGINEERING AND SURVEYING INSTRUMENTS...SINCE 1871

add Sales Appeal with duratub

Appliance-Styled laundry tub

Perfect Mate for Modern Home Laundry Equipment



Stainless trim.

Bonderized electro galvanized steel, white baked enamel finish.

Fiberglas* tub — won't crack, chip, stain, mar or dent — 20 gallon capacity.

Top cover for more counter space.

3-Purpose **Handidrain** eliminates need for double tubs.

Large storage compartment.

Once you install **duratub**, the modern stationary tub, you'll want it in every home you build. Here's why:

- Extremely easy to install
- Ideal for small space
- Quality assures customer satisfaction
- More beauty in laundry areas

duratub (original, fastest-selling Fiberglas* tub) means the best for your customer, the best for you. Saves time and money. Install it and see!

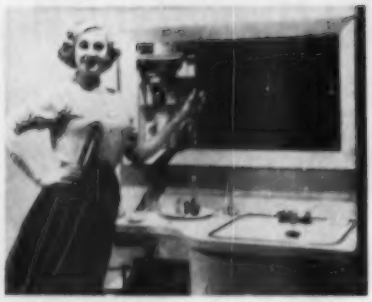
duratub®

*Reg. T. M.

LAUNDRY APPLIANCES

E. L. MUSTEE AND SONS, INC.

6913 LORAIN AVENUE • CLEVELAND 2, OHIO



AB15192—BUILT-IN LAVATORY—SHERMAN, BOOTH NO. 491—National Vanity Co., Dept. AB, Bayonne, N. J. Formica encased "Vanitory" is available in three stock models, sizes 27" to 7' wide, and nine colors. "Deluxe" model shown comes in 36, 42, 54 and 60-inch widths. Matching medicine cabinets with sliding mirror doors are optional. Prices for "Vanitory" models range from $38 to $102.50; $24.50 to $52 for medicine cabinets.



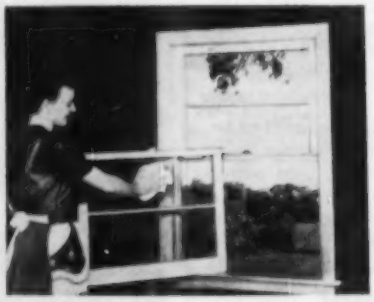
AB15189—UPWARD-ACTING DOOR—HILTON, BOOTH NO. 391—McKee Door Co., Dept. AB, P.O. Box 471, Aurora, Ill. Artistry of genuine wood carving is incorporated in new carved panel overdoors; design can be finished in many ways to give a home that desired "different look," states the maker. Scene shown is available for two-car doors only, but other scenes for one- and two-car doors are being designed and will be on the market soon.



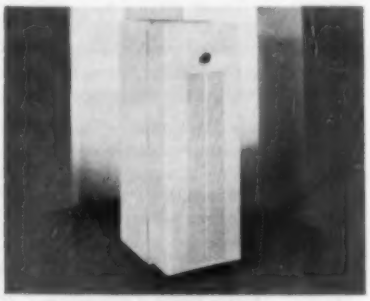
AB15199 — ROOM AIR CONDITIONER—HILTON, BOOTH 157—Welbilt Stove Co., Dept. AB, Maspeth 78, L.I., N. Y. The 1955 Sill-Slim room air conditioner has a permanent air filter, automatic temperature control, remote-control fresh air intake, built-in heater. It is mounted almost flush to the inside edge of the window sill. Three models are offered, at $369.95 and $449.95, f.o.b. factory.



AB15198—PRIMER KNOT SEALER—SHERMAN, BOOTHS 539-540—Western Pine Assn., Dept. AB, Yeon Bldg., Portland 4, Ore. A new primer knot sealer, WP-578-P, is a further development of the clear sealer formula, WP-578, and combines sealing and priming coat steps into one operation, thus adding new economy to the use of lower grade lumber where painted surfaces are desired. The sealer prevents possible paint discoloration.



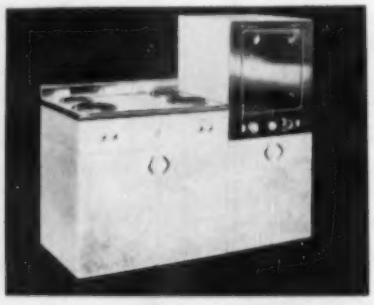
AB15180 — REMOVABLE WINDOW UNIT — SHERMAN — BOOTH NOS. 529-530—Rock Island Millwork Co., Dept. AB, Rock Island 1, Ill. Double-hung "Uni-Glide" window features sash removable from inside, special "anodized" aluminum weatherstripping, maximum insulation with metal air seal surrounding a stainless steel compression strip. Ponderosa Pine units are adaptable to any type of wall construction, come in full range of sizes.



AB15191 — FURNACE — SHERMAN, BOOTHS 434-435—Morrison Steel Products Inc., Dept. AB, 601 Amherst St., Buffalo 7, N.Y. Shown is the 20x20" C-41 oil unit, one of a complete new line of lowboy counterflow, upflow and horizontal forced warm air furnaces. Units range in capacities from 75,000 to 190,000 Btu input for gas, and from 72,800 to 151,000 Btu output for oil. Compact, newly styled models are finished in autumn haze color.



AB15184 — LAVATORY-VANITY — HILTON, BOOTHS 315-316 — I-XL Furniture Co., Dept. AB, Goshen, Ind. Development of three basic units makes possible an endless variation of custom-type, counter-top lavatories at mass-production builder prices, says the maker. Called "Lavanities," unit can be obtained in any size and style to suit individual specifications. New "reversible" kitchen cabinets also will be shown at NAHB show.



AB15190 — BUILT-IN COOKING UNITS—SHERMAN, BOOTH 474—Lindemann & Hoverson Co., subsidiary of Norris-Thermador Corp., Dept. AB, 601 W. Cleveland, Milwaukee, Wis. Designed for use with "Youngstown" cabinets, built-in electrical units include oven secured to base cabinet with 4 sheet metal screws, and cooking top secured to base cabinets with 4 bolts and nuts. Cooking tops available in either stainless steel or porcelain.



AB15178 — CLAY TILE MASTIC — SHERMAN, BOOTH NO. 485—Minnesota Mining & Mfg. Co., Dept. AB, 423 Piquette Ave., Detroit 2, Mich. Faster, lower-cost installation of clay tile with new synthetic rubber adhesive is claimed by maker. Called CTA-11, adhesive is ready for use as taken from can. One pound of adhesive is said to do the work of 40 pounds of mortar. Coverage is 60-70 sq. ft. per gallon using the notched trowel specified.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*


Look Mr. Builder!
WIN A FREE TRIP
TO EUROPE
for you and your wife!
26 days in EUROPE
or 7 days in BERMUDA
7 days in MEXICO
7 days in HAWAII
30 BIG PRIZES IN ALL! And a Prize for Everyone who enters!
in the
BILT WELL
WOOD WORK
BUILDERS' CONTEST
It's Easy!
Nothing to Design...
Nothing to Write...
Nothing special to do...

Just show us a job you completed during the contest period, January thru November, 1955, using BILT-WELL PRODUCTS

It can be an entire house . . . a room in a house . . . or any remodeling job.

Entries containing best applications of a BILT-WELL product, or products, will win!





The Bilt-Well exclusive jamb-liner weatherstrip

The superior BILT-WELL Double-Hung Unit Window

Patented, thermostat-action weatherstrip provides twice the weathertightness with 1/10 the lifting effort.

Designed for use with plaster, drywall and all other conventional types of wall construction. Sash removable for easy plastering and painting during construction.

Precision manufactured jambs and sills. Comes with all weatherstrip factory applied.

Built With BILT-WELL WOOD WORK

Increase the "Saleability" of Your Homes with Nationally Advertised BILT-WELL Products!

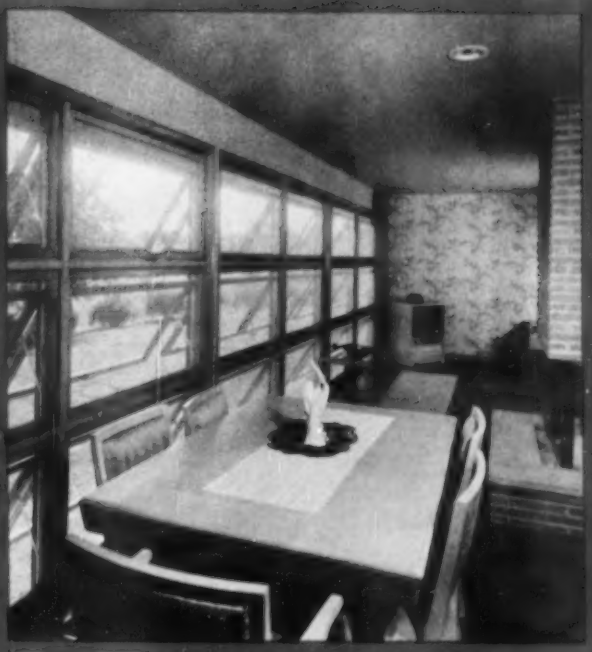
Consumer acceptance of BILT-WELL PRODUCTS, developed over a long period of time with constant national advertising, adds an important merchandising "plus" to the new homes in which they are used!

Yes, BILT-WELL Windows and Cabinets are increasing builder sales everywhere! If you're not already using these outstanding products in your homes, or remodeling jobs, specify them for your next job.

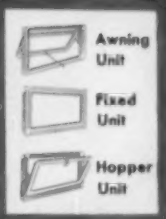
Then enter it in the 1955 BILT-WELL Builders' Contest and win a Vacation Trip of a Lifetime!

Send the coupon on the back page for complete "BILT-WELL BUILDERS' CONTEST KIT"









Versatile BILT-WELL Awning Units

For multiple application as awning, hopper, fixed or casement windows.

Inexpensive...quick and simple to install. efficient, foolproof operation. Awning and casement units available with bar operator that opens or closes sash without opening the screen. Hopper units available with attractive locking handles.



Full Ventilation BILT-WELL Casement Units

Designed for those who want the finest in casement windows... beauty... efficiency... durability.

Double weatherstripped for weather-tight protection.

Patented extension hinges permit full ventilation and easy cleaning.





Multiple Purpose BILT-WELL Storage Cabinets

Wide variety of types and sizes of modern, spacious cabinets for individual use in any size space, or as complete storage wall.

Precision-made from warm, friendly pine... factory prefitted, semi-assembled and individually cartoned for easy handling and time-saving, on-the-job assembly and installation.

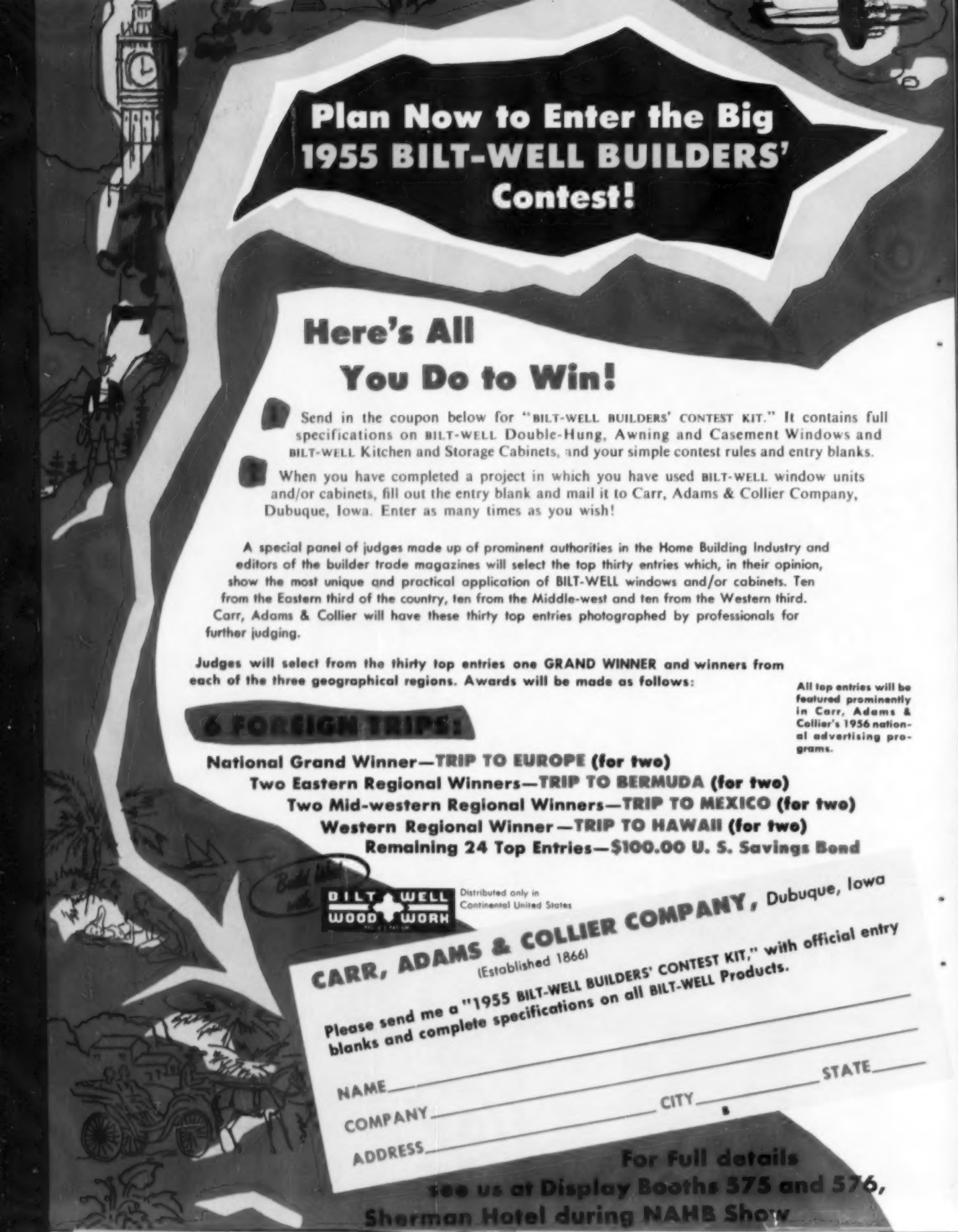


BILT-WELL Cabinet Units to Fit Any Kitchen

Inexpensive, semi-assembled, wood cabinet units, ready for quick, economical installation. Over 50 different types and sizes available in widths from 15" to 48" on 3" modular intervals to fit any shape or size of kitchen.

Satin-smooth, all-clear, kiln-dried Ponderosa Pine, ideally suited for all finishes, natural or painted.





Plan Now to Enter the Big 1955 BILT-WELL BUILDERS' Contest!

Here's All You Do to Win!

1. Send in the coupon below for "BILT-WELL BUILDERS' CONTEST KIT." It contains full specifications on BILT-WELL Double-Hung, Awning and Casement Windows and BILT-WELL Kitchen and Storage Cabinets, and your simple contest rules and entry blanks.

2. When you have completed a project in which you have used BILT-WELL window units and/or cabinets, fill out the entry blank and mail it to Carr, Adams & Collier Company, Dubuque, Iowa. Enter as many times as you wish!

A special panel of judges made up of prominent authorities in the Home Building Industry and editors of the builder trade magazines will select the top thirty entries which, in their opinion, show the most unique and practical application of BILT-WELL windows and/or cabinets. Ten from the Eastern third of the country, ten from the Middle-west and ten from the Western third. Carr, Adams & Collier will have these thirty top entries photographed by professionals for further judging.

Judges will select from the thirty top entries one GRAND WINNER and winners from each of the three geographical regions. Awards will be made as follows:

All top entries will be featured prominently in Carr, Adams & Collier's 1956 national advertising programs.

6 FOREIGN TRIPS:

National Grand Winner—TRIP TO EUROPE (for two)
Two Eastern Regional Winners—TRIP TO BERMUDA (for two)
Two Mid-western Regional Winners—TRIP TO MEXICO (for two)
Western Regional Winner—TRIP TO HAWAII (for two)
Remaining 24 Top Entries—$100.00 U. S. Savings Bond

BILT-WELL WOOD WORK

Distributed only in Continental United States

CARR, ADAMS & COLLIER COMPANY, Dubuque, Iowa
(Established 1866)

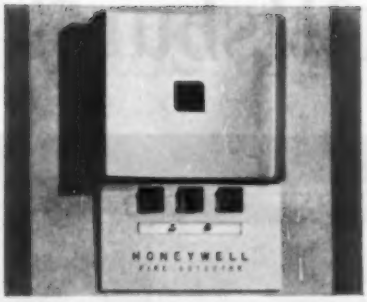
Please send me a "1955 BILT-WELL BUILDERS' CONTEST KIT," with official entry blanks and complete specifications on all BILT-WELL Products.

NAME_____

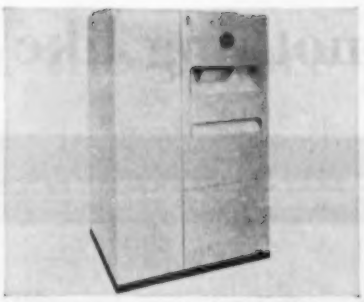
COMPANY_____ CITY_____ STATE_____

ADDRESS_____

For Full details see us at Display Booths 575 and 576, Sherman Hotel during NAHB Show



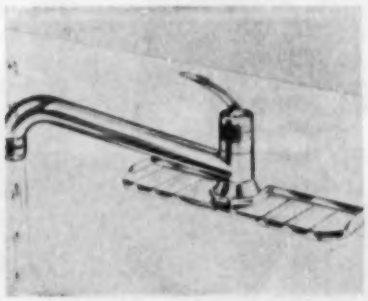
AB15387—HOME FIRE ALARM SYSTEM — SHERMAN, BOOTH 589 — Minneapolis-Honeywell Regulator Co., Dept. AB, 2753 Fourth Ave. So., Minneapolis 8, Minn. Fire in home is quickly detected by this Honeywell fire alarm system. Bell and light actuated by sensitive elements placed in all parts of house provide both alarm and instant location of blaze. Master unit is 5⅝" x 8" bronze-finished panel that is mounted on wall.



AB15352—OIL, GAS FURNACES—HILTON, BOOTH 18—Conco Engineering Works, Dept. AB, Mendota, Ill. Cabinet design, compactness, flexibility are features of "Ranchief" line. Nine models provide output range from 56,000 to 90,000 Btus, oil or gas, counterflow and conventional delivery. As shown, models can be furnished with a cabinet extension that serves as return air channel, gives unit attractive horizontal lines.



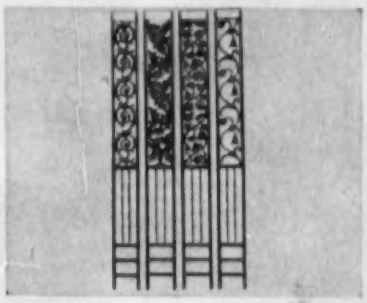
AB15038—INSULATING ROOF DECK — HILTON, BOOTHS 26-27 — Armstrong Cork Co., Dept. AB, Lancaster, Pa. A new insulating fiberboard, Roof Deck, provides insulation, vapor barrier and interior ceiling finish all in one material. Application is simple and fast, and produces a draft-tight ceiling, manufacturer reports. Material is cut with saws and nailed in place. Lap joints are modified t&g type, sealed with a caulking compound.



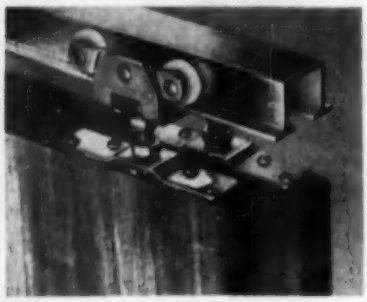
AB15011—SINGLE LEVER FAUCET —HILTON, BOOTH 551—Gyro Brass Manufacturing Corporation, Dept. AB, 51 Urban Ave., Westbury, L.I., New York. Builders can give housewives the simplified single sink faucet. The single lever unit, according to the manufacturer, will emit hot or cold water in any quantity or volume depending on the positioning of the lever. The lever also mixes hot and cold water to give water at desired temperature.



AB15133 — PLASTIC SURFACING — HILTON, BOOTH 111—General Electric, Dept. AB, Chemical Div., Coshocton, O. Kitchen work center is surfaced with "Textolite," a heat, stain, scratch resistant plastics material. Installation above features "Monotop" construction—backsplash, counter, no-drip edge molded from single panel; no seams, crevices. Comes in many textures including GE's new "Mix-or-Match" colors.



AB15008 — BI-METAL CAST COLUMNS—SHERMAN, BOOTH 483— Huntington Industries, Inc., Dept. AB, 2368 Prospect St., Memphis, Tenn. "Orna-Cast" columns combine wrought iron and cast aluminum. The manufacturer claims the introduction of the two metals combine the structural strength of the wrought iron and the ease in casting of the aluminum bring down the price. The columns are available in four designs for immediate shipment.



AB15012—SLIDING DOOR HARDWARE—HILTON, BOOTHS 301-302 —Grant Pulley and Hardware Co., Dept. AB, 31-85 Whitstone Parkway, Flushing, L.I., N.Y. Grant has designed sliding door hardware for the mass builder market. Called the Grant 7000, the door carriers have four nylon ball-bearing rollers mounted on pivoting rocker arms. This roller system provides constant wheel contact with the track, insuring smooth noiseless action.



AB15001 — ASPHALT SHINGLES WITH ADHESIVE — HILTON, BOOTHS 81-82—Johns-Manville, Dept. AB, 22 E. 40th St. New York, N.Y. Seal-O-Matic shingles seal themselves by the heat of the sun's rays, thereby resisting blow-off by wind or blow-up by rain. This new shingle development has a ⅜ inch wide ribbon of petroleum adhesive ¼ inch up from the edge of the butt. The adhesive, factory applied, is hard and brittle at normal temperatures.

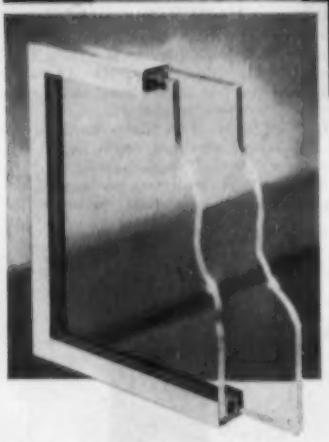


AB15010 — HEATING-AIRCONDITIONING UNITS — SHERMAN, BOOTH 496—The Heil Company, Dept. AB, Milwaukee 1, Wis. This manufacturer, with the recent introduction of heating-air conditioning equipment, is making a strong bid for the mass builder market. The new models, BF-O and BFG-O, are available for oil and gas fuels. The oil unit is rated at 84,000 BTU per hour at the bonnet, and the gas has a 90,000 BTU per hour input. The units are convertible.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

There's nothing like Pittsburgh





Every nickel you spend on glass shows. And the results far outweigh the cost.

LARGE GLASS AREAS, like this, are a necessity in today's homes. For this picture window, Twindow® – Pittsburgh's window with built-in insulation—was utilized. Twindow is made up of two panes of plate glass, with a sealed-in air space between. (see the cutaway section here). The entire unit is enclosed by a stainless steel frame to protect the seal and glass edges and to make handling safe and easy. These units keep interiors warmer in winter; cooler in summer. And they eliminate downdrafts; condensation does not form as readily as with single-pane windows. Architect: Norman R. Johnson, St. Paul, Minn.

TWINDOWELD® is an all-glass insulating window with electrically-welded, all-glass edge. It is the de luxe unit for smaller openings. TwindoWeld is made up of two panes of high quality Pennvernon® Window Glass—⅛" thick, with a 3/16" air space between (see the sectional view here). This unit is simple and easy to install. It has excellent insulating and visional properties.



Build it better with Pittsburgh Glass

Glass to give the homes you build that extra-value look!







PITTSBURGH FULL-LENGTH DOOR MIRRORS will please a lot of prospective buyers. They help to emphasize the extra value your homes offer. Make sure that you include several of these full-length Pittsburgh Door Mirrors—in the bedroom, bathroom, entrance hall, for example. Installation is simple . . . takes but a few minutes. These door mirrors are available in five standard widths—16, 18, 20, 22, and 24 inches (all are a full 68" tall)—to fit more than 90% of all interior millwork doors.

A WALL MIRROR, in the living room, dining room, bedroom, is the added touch that has turned "cold prospects" into actual buyers. Pittsburgh mirrors spell *quality construction* to buyers of new homes. What's more, a mirror gives a room the illusion of greater width or depth, as you desire. And with the new brackets available, even large Pittsburgh structural mirrors can be installed with a minimum of time and effort. Besides, these brackets take care of wall irregularities. Decorations by Marie Stosskopf, A.I.D., Chicago. Furniture by Heywood-Wakefield.

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS · FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

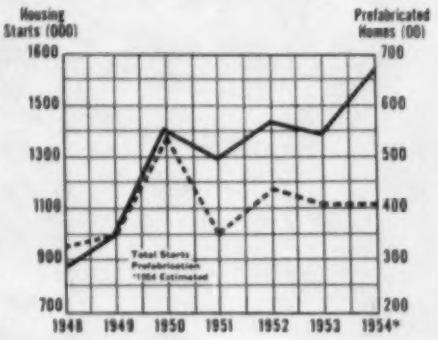
Ever figure what CONVENTIONAL BUILDING DELAYS cost you?



Men on the job! Delivery of needed materials held up! It's an old story that doesn't bear repeating if you are going to make a profit.

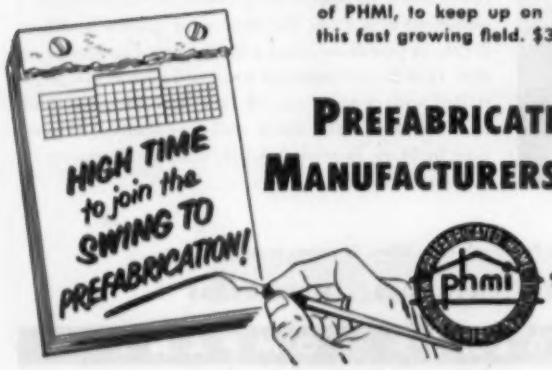
It's one of the reasons more and more builders have switched to prefabricated home building . . . why in the first six months of 1954, prefabrication showed a 22% gain over 1953. All structural materials are delivered in one shipment . . . from one reliable source.

Investigate prefabrication as the answer to mass produced homes that meet every requirement of individual tastes . . . in style, size, and in modern living comforts. They go up faster and sell faster because they're today's biggest home value.



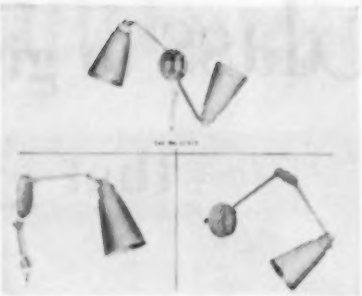
Write for a list of home prefabricators and learn the advantages of a dealership.

Subscribe to "PF", official monthly journal of PHMI, to keep up on developments in this fast growing field. $3 a year.



PREFABRICATED HOME MANUFACTURERS' INSTITUTE

924-20th Street, N.W.
Washington 6, D.C.



AB15160—ADJUSTABLE LIGHTING FIXTURES—HILTON, BOOTHS 242-243—Swivelier Co., Inc., Dept. AB, 43 34th St., Brooklyn 32, N. Y. These new "Vogue-Lites" have a new mounting feature which makes wall attachment more secure and prevents chipping or cracking of plaster. The shades accommodate up to 100-watt regular or 75-watt R30 lamps. The line includes 26 models available in six new colors.



AB15161—STEEL GARAGE DOOR—HILTON, BOOTH 10—Stamping Products & Mfg. Co., Dept. AB, 6500 Mack Ave., Detroit 7, Mich. The Stampco-32 is a steel full-recessing overhead door that comes in three standard sizes: 8 by 7, 9 by 7 and 16 by 7. The door can be assembled in 32 minutes. All bolts and nuts are hidden in the side flanges. The door is phosphate coated and prime painted in gray.



AB15085 — GARAGE DOOR — SHERMAN, BOOTH 580—Raynor Mfg. Co., Dept. AB, E. River Rd., Dixon, Ill. New line of sectional garage doors stresses "architectural harmony" for any home. Flush door above has sections 1⅜ in. thick with ¼ in. exterior plywood or 3/16 in. Masonite bonded to both sides of a Douglas fir frame. Stop and glass moulding furnished. Hardware is zinc plated; track and springs are painted aluminum.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

SEATTLE BUILDER SEES GREEN LIGHT FOR QUALITY IN NEW F.H.A. BILL



Mr. Albert Balch, nationally known as the Community Builder of Seattle.

"One feature of the new FHA bill that benefits the architect, builder and buyer alike, is the added monetary allowance for quality features built into the new home. Now people can buy a little bigger and the home can be built a little better than ever before, for the same, or even lower, down payment. Every home can now have more and better things in it like better lumber, a better furnace, and better specifications throughout," says Mr. Balch.

"This means not only a better deal for the buyer, but also added sales appeal for the builder. He will now have more and better merchandising features than ever to help him sell easier and faster. Every progressive builder should take advantage of this feature of the new FHA bill. It gives his homes better quality . . . better value . . . better salability."

Now All Your Homes Can Have Janitrol Quality Heating

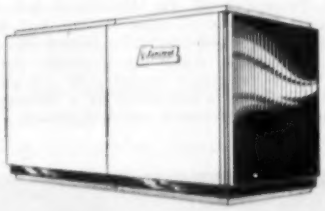
"Lowest-competitive-bid" method of heating is now obsolete! Larger loan values permit builders to upgrade heating specs. Now's the time to specify Janitrol . . . the equipment with a proved record of durability, performance and economy!



NEW DOWN-FLOW FURNACE FOR PERIMETER SYSTEMS

This gas-fired warm air winter conditioner is designed specifically for the popular perimeter heating used in basementless homes with either slab or crawl-space construction. The unit has the exclusive Multi-thermex heat exchangers, and quiet ribbon flame burners. The blower is sized for either conventional or small duct systems.

A NEW HORIZONTAL COOLING UNIT THAT USES NO FLOOR SPACE



The Janitrol horizontal summer conditioner adds new flexibility for central system cooling installations. Its compactness makes the unit particularly adaptable for attic or crawl-space location. Cooling system is hermetically sealed and warranted. Available in two or three-ton capacities.

N.A.H.B. EXHIBIT TO SHOW F.H.A. OPPORTUNITIES AND NEW PRODUCTS FOR BUILDERS



Remember the Janitrol "School" at last year's show? Our teacher's coming back this year to tell you more about the new housing act and other tips. And she'll have diplomas and apples for attentive students! Rest your feet while you hear about new trends and see new equipment. The school bell will ring from Booths 427-428 at the Hotel Sherman.

Janitrol
HEATING AND AIR-CONDITIONING DIVISION
Surface Combustion Corporation
Columbus 16, Ohio
In Canada: Alvar Simpson Ltd., Toronto 13

Janitrol's CRUSADE FOR BETTER HEATING

specify...Cabot's

"to sell houses better...
I always use—
Cabot's STAIN WAX
for paneling and woodwork"



"We have always used Cabot's stains, inside and out. They go on better, look better, last better and help sell houses better than any other stains we've tried."

Joseph L. Eichler
President EICHLER HOMES

Now you can stain and wax in one operation when you use Cabot's Stain Wax. It penetrates deeply into the pores of the wood yet provides a rich satin finish beneath which glow the delicate shadings of the grain.

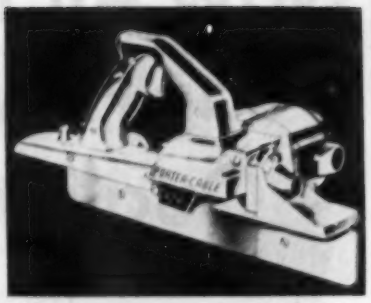
Leading builders use Cabot's Stain Wax because it

- Requires only one operation
- Has the rich color of a stain
- Has the soft lustre of a wax
- Brings out the beauty of the wood
- Is suitable for all types of wood
- Comes in 10 appealing colors and Natural

Samuel Cabot

See for yourself — write for color card today.

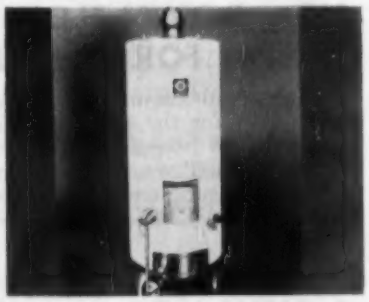
SAMUEL CABOT INC.
124 Oliver Bldg., Boston 9, Mass.



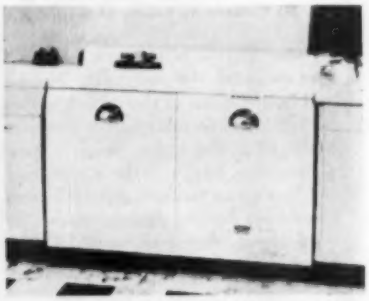
AB15014—HEAVY DUTY PLANE—SHERMAN, BOOTH 593—Porter-Cable Machine Co., Dept. AB, Syracuse, N.Y. This concern's heavy duty electric plane #126 is priced at $95. The unit removes 3/32 inches of wood on each stroke with cutters traveling at 25,000 rpm. The plane weighs 9¼ pounds, is 16 inches long, and has a level adjustment from 45 degrees to minus 15 degrees. Power is from a 7 amp., 115 volt AC-DC motor.



AB15362 — DISPOSAL — HILTON, BOOTHS 347-348 — General Electric Co., Dept. AB, Major Appliance Division, Appliance Park, Louisville 1, Ky. This is G-E's new Model FC-40 Disposall, engineered to give controlled shredding for every kind of food waste, even hard bones. Food waste can be added while the Disposall is running. An overload device prevents damage in case foreign material causes unit to stop.



AB15036 — GAS-FIRED WATER HEATER — HILTON, BOOTHS 133-141—American Standard, American Radiator and Standard Sanitary Corp., Dept. AB, Pittsburgh 30, Pa. The water heater is available in three sizes 20, 30, and 40 gallons and is hydrostatically factory-tested at 355 pounds. Fired by a single port upshot-type cast iron burner with any gas fuel. The unit is controlled by a Minneapolis-Honeywell control; AGA approved.



AB15123 — DISHWASHER — HILTON, BOOTHS 75-77; 88-90—Appliance Div., Westinghouse Electric Corp., Dept. AB, 246 E. Fourth St., Mansfield, O. Available as 24 in. counter model or in 48 in. sink combination shown above, dishwasher features thermostatic water temperature control and a flexible washing cycle. Swing-up center sections in top rack provide easy loading; large wash well accommodates dishes, silverware for eight.



AB15164—GARAGE DOOR—SHERMAN, BOOTH 500—Graham Industries, Inc., Dept. AB, 6901 Carnegie Ave., Cleveland 3, Ohio. Graham designs range from Early American to Contemporary. Model shown here is known as the "Lancaster." Hardware is cadmium plated and track is galvannealed, with choice of extension or torsion springs. Radio-beam operator with instant-reverse controls is available.

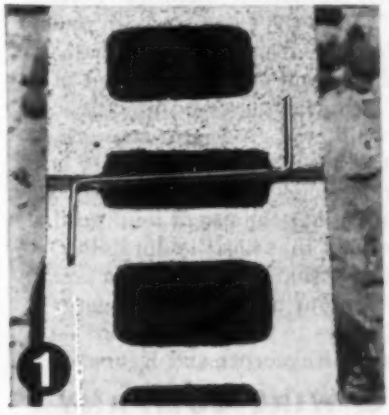


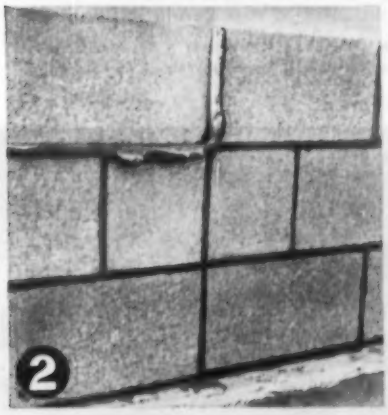
AB15163 — BUILT-IN COOKING—HILTON, BOOTH 220—Western-Holly Appliance Co., Dept. AB, Culver City, Cal. The built-in oven and countertop gas cooking units of this manufacturer are available in stainless steel, or white and pastel colors of yellow, green or blue porcelain enamel. This installation, in yellow, was made in an unusual kitchen design by an owner in Culver City, Cal.

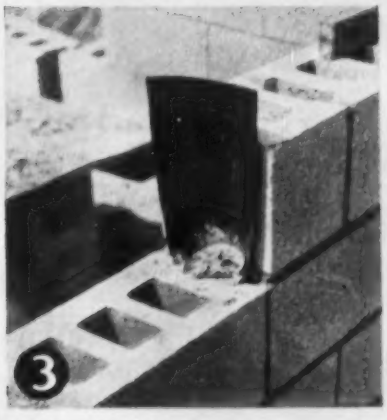
◆ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

How to Build CONTROL JOINTS in Concrete Masonry Walls

Control joints are used in masonry walls to control cracking caused by unusual stresses. These joints are placed in such locations and in such a manner that the wall can move slightly without cracking. Control-joint spacing depends on wall length, local conditions and architectural details. Here's how to build control joints in concrete masonry walls:







1 When using stretcher block place a non-corroding Z-tie bar in every other horizontal joint. Bend the bar slightly so it extends across the vertical joint as shown. The tie bar should be about 2 in. shorter than the block is wide.

2 Apply mortar and strike off joints flush. Use half-length units in alternate courses to maintain a continuous joint and wall pattern.

3 Here's another way to form control joints when using stretcher block. Cut building paper or roofing felt in strips wide enough to curve into the end core and cover the mortar joint. After the paper and the adjacent block are in place, fill the core with mortar as shown in photo. The paper or felt prevents the mortar from bonding on one side of the joint, thus permitting it to function.

4 You also can use offset jamb block to form control joints. Place a non-corroding Z-tie bar in every other horizontal joint but bend it more than when using stretcher block so that it spans the offset vertical joint.

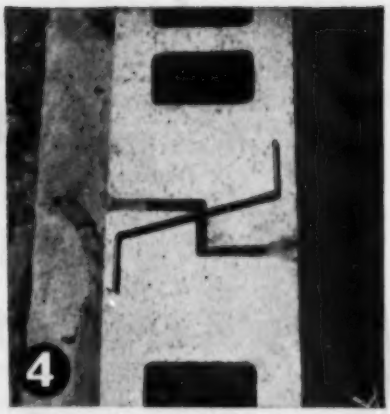
5 Special control-joint block are available in full- and half-length units in some areas. Tongue-and-groove ends give the wall lateral support. Butter the joint in the normal way.

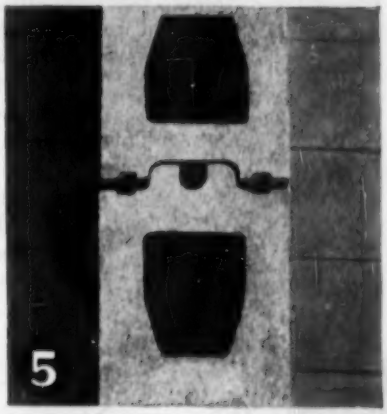
6 Control joints exposed to view or to the weather should be sealed with calking compound. After the mortar has become quite stiff prepare the joint for the compound by raking it out to a depth of ¾" with a ⅜" calking tool.

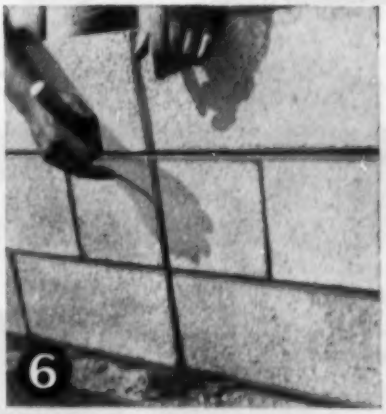
7 Using the same calking tool, force knife-grade calking compound into the raked-out joint. The control joint will have longer life if, before inserting the calking compound, you paint it with shellac, varnish or some other primer. The primer prevents the masonry units from absorbing oils in the calking compound.

For more information send today for your free copy of *"Concrete Masonry Handbook."* It is distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION
Dept. A1-3, 33 W. Grand Ave., Chicago 10
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work









low-cost housing needs the

EXTRA STRENGTH and FIRE SAFETY of lath and plaster

This housing project in Peoria, Illinois, is a fine example of building wisely, though economically. Extra strength and fire safety are not considered "luxuries" here, not when you are going to house 360 families. To get the extra strength and safety they wanted, Architects J. Fletcher Lankton, John N. Ziegele and Associates specified plaster for all the walls and ceilings, and approved the use of Keycorner and Keybead wire reinforcing lath at corners and junctures. These plaster walls are much stronger than "dry wall" and give extra strength, longer life and better service to this housing development. And, of course, fire safety is greatly increased when you build with plaster, especially reinforced plaster. Every day, more architects and builders realize that the use of reinforced lath and plaster is the best way to build housing that has the durability, protection, beauty and long-range economy that assures satisfaction to both dweller and owners. Ask your plastering contractor to figure your jobs with the "3 Keys to Stronger Plaster"—Keymesh, Keycorner and Keybead.

3 KEYS TO STRONGER PLASTER

KEYMESH

KEYCORNER

KEYBEAD

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Makers of { Keymesh • Keybead • Keycorner • Keystone Nails
Keystone Tie Wire • Keystone Welded Wire Fabric



Peoria project architects say:

"When we want the best plastering job, we specify reinforced plaster, and we know Keymesh, Keycorner and Keybead do exactly the job we want. Even when price is a major consideration, we like to use lath and plaster because it is superior to "dry wall" construction and assures the durability, protection and long-range economy that makes the best investment."

J. Fletcher Lankton
John N. Ziegele and Associates
Architects—Engineers
Peoria, Illinois

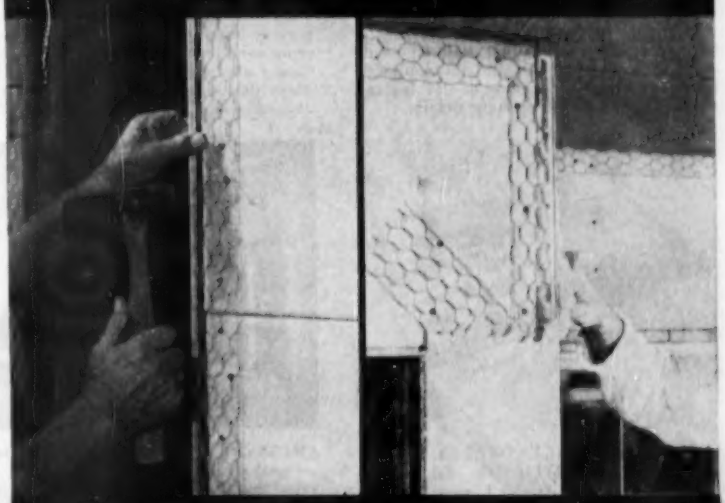
C. S. Miller, President of Mid-States Plastering Contractors, says:

"If you want a good, strong plastering job, I recommend the 3 Keys to Stronger Plaster—Keymesh, Keycorner and Keybead. These three wire reinforcement products give very good protection against cracking. They're easy to work with, too. Keymesh and Keycorner unroll flat, don't cut the hands, and are put up easily, quickly. Keybead is easily applied for a straight, solid corner. You can't beat the 3 Keys to Stronger Plaster."



Easy to use—Keycorner unrolls flat, cuts easily, handles easily, speeds the job. Cuts down waste, too.

Preformed—Keycorner is preformed for corners, joints, ceiling junctures. Flex it and it fits right in.

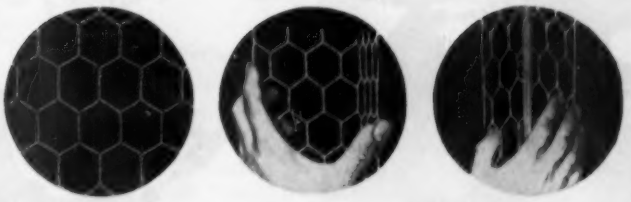


Solid Corners—Keybead's precision-formed bead on open mesh fits all outside corners, quickly, easily. Full, solid corners result.

Easy Trowelling—Plaster flows evenly through open wire mesh; easy trowelling. Multidirectional reinforcing is backbone of strength.



KEYMESH **KEYCORNER** **KEYBEAD**



When you use the 3 Keys to Stronger Plaster, your finished job beats "dry wall" for strength, fire safety and beauty. The 3 Keys stop plaster cracks before they start. The superior strength and protection of your construction will last far longer. Be sure your constructions get the extra strength and fire safety of lath and plaster. And get the best plastering job! Insist on Keymesh, Keybead and Keycorner.



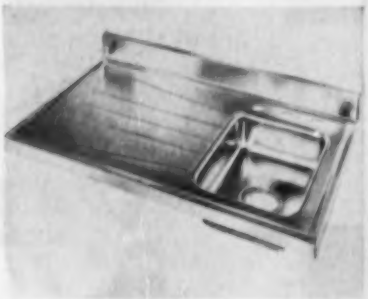
AB15125 — LAMINATED WALLBOARD SYSTEMS — HILTON, BOOTH 180 — Certain-teed Products, Dept. AB, 120 E. Lancaster, Ardmore, Pa. New "Hummer Systems" for erecting laminated wallboard sections may be used for walls in conventional framing, for trussed roof construction, with flat slab or beam and girder construction, and for non-load-bearing partitions. Sections of 2¼ in. enable use of thin wall-opening details.



AB15369—KITCHEN NOOK—SHERMAN, BOOTH 556—Bianco Manufacturing Co., Dept. AB, 2736 Victor St., St. Louis 4, Mo. Latest series of Bianco Kitchen Hostess Nooks as pictured above, and other models in their line will be on display at NAHB Exposition The plastic covering used on this new line is in decorator choice of colors of modern Scotch Plaid. Many new concepts of Bianco's open floor designs will also be a feature at Show.



AB15185 — PLASTIC PANELING — HILTON, BOOTHS 328-329—Structoglas Div., International Molded Plastics Inc., Dept. AB, Cleveland 9, O. Typical of uses for fiberglas reinforced plastic panels is this patio covered with translucent "Structoglas." Outdoor living room is created without obstructing light from windows. Protected areas attainable with plastic paneling can give small home more useable space at low cost.



AB15349—STAINLESS STEEL SINKS —SHERMAN, BOOTH 499—Elkay Mfg. Co., 1874 S. 54th Ave., Chicago 50, Ill. Claiming practically no additional cost over ordinary sinks, maker says new line of "Pacemaker" stainless steel sink tops and bowls has been designed for volume building operations. Available in many sizes and various models, prices are said to be low enough for low-cost housing projects, remodeling, apartment buildings.



AB15367—SLIDING GLASS DOORS — SHERMAN, BOOTH 584B — Ador Sales Inc., Dept. AB, 1631 Beverly Blvd., Los Angeles 36, Calif. New engineered aluminum extrusions; all new, four-way weathersealing and new stainless steel roller bearings for easy, gliding action are exclusive features of this latest model Ador all-aluminum sliding glass door. New extrusion construction makes it possible to assemble members of each frame to size.



AB15384 — SINK CABINET — HILTON, BOOTHS 212-214—Toledo Desk & Fixture Corp., Dept. AB, Maumee, Ohio. Illustrated is the new Beauty Queen Kitchens' 54 in. sink cabinet with two smooth gliding, one piece rounded construction drawers and four convenient door compartments. Unit is assembled with matching base cabinets topped with G-E plastic nonotops. Wall cabinets are available in heights of 30 in. and 18 in.



AB15388—OAK BLOCK FLOORING —SHERMAN, BOOTH 473—Wood-Mosaic Co., Parkay Div., Louisville, Ky. This new, prefinished laminated block flooring features one-piece face of oak and waterproof plywood construction. Blocks are 9x9-inch squares, 7/16 in. thick, t&g with slightly beveled edges. Faces are factory-finished, waxed and polished. Application is with adhesive over any smooth subsurface—slabs on grade, plywood or wood.

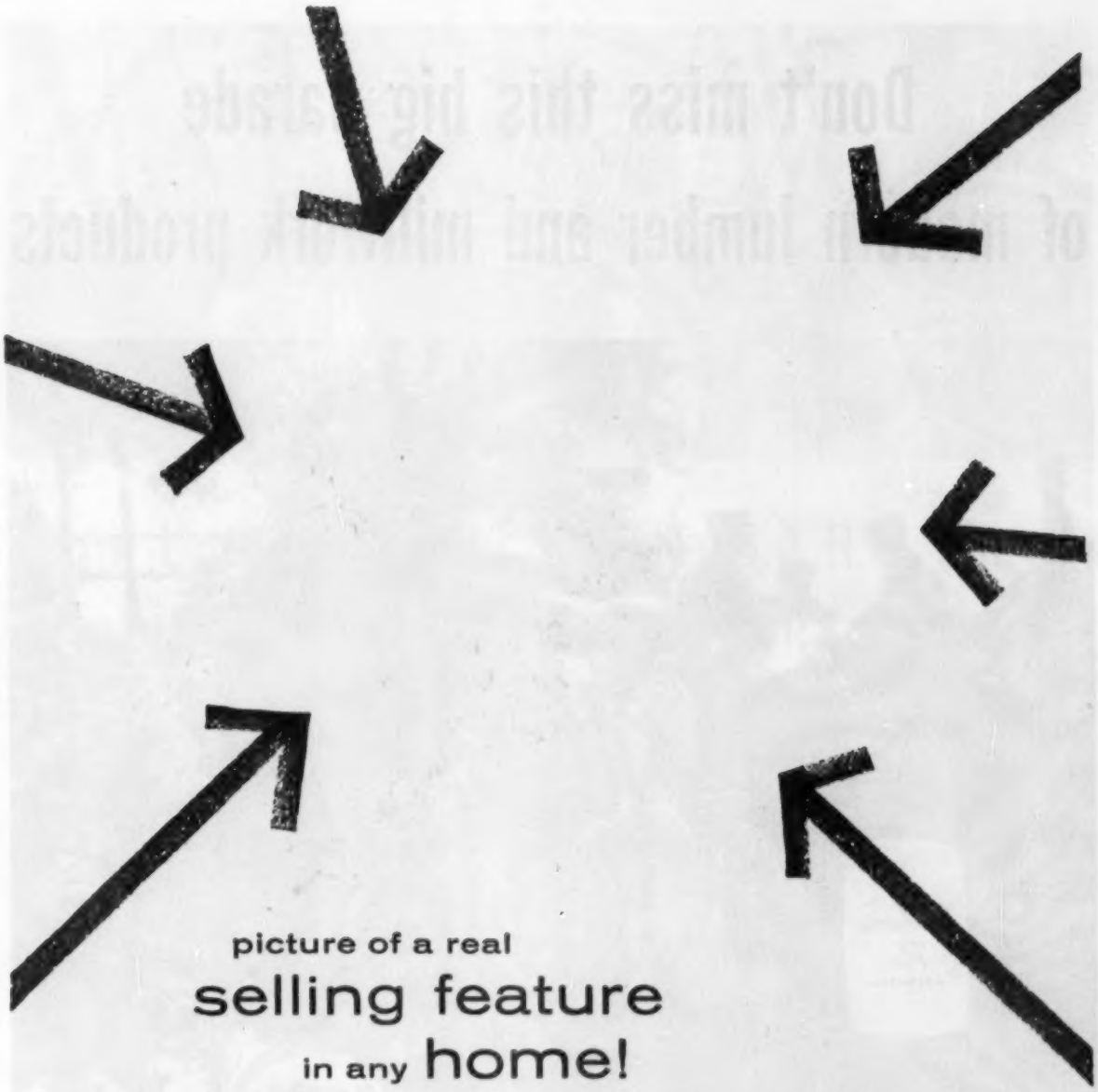


AB15351 — FLOOR NAILING MACHINE—SHERMAN, BOOTH 398— Independent Nail & Packing Co., Dept. AB, Bridgewater, Mass. Designed exclusively for use with hardened steel "screw-tite" flooring nails, this machine drives the nail at correct angle, sets the nail head, drives the flooring strip up snug, all in one operation. Does away entirely with banged edged and mashed tongues, cuts sanding time to minimum.



AB15353 — LOCKSET TRIM ROSETTES—SHERMAN, BOOTHS 462-464—Kwikset Locks Inc., Dept. AB, Anaheim, Calif. Three trim rosettes—round, square and star-shaped—have been added for use with "400" line locksets. The 5½" rosettes come in all popular finishes for use with Kwikset's 5" backset latch. Square rosette also can be used with standard 2⅜" backsets. Star-shaped rosette is made of cast brass; others are of wrought brass.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229



picture of a real

selling feature

in any home!

This is what comfort looks like. You can't see it. You can't ignore it. Every prospective home buyer wants it!

Q. Is there one furnace that will deliver more comfort than any other?

A. You bet! The unique, new Regulaire* method of warm air distribution is found only in Perfection furnaces. It absolutely ends hot and cold blasts and cold, drafty floors. Its uniform comfort gives you a big, new sales feature. Boosts FHA appraisal, too.

*Pat. Pend.

Q. Does Perfection offer any other sales advantages?

A. Yes! Perfection's famous 3-stage fire combined with Regulaire gives your homes the last word in comfort, fuel economy and virtually eliminates service call-backs.

Perfection furnaces carry a ten-year guarantee.

Q. Where can I learn more?

A. Just ask your heating contractor or write to Perfection Stove Company, 7602-A Platt Avenue, Cleveland 4, Ohio.

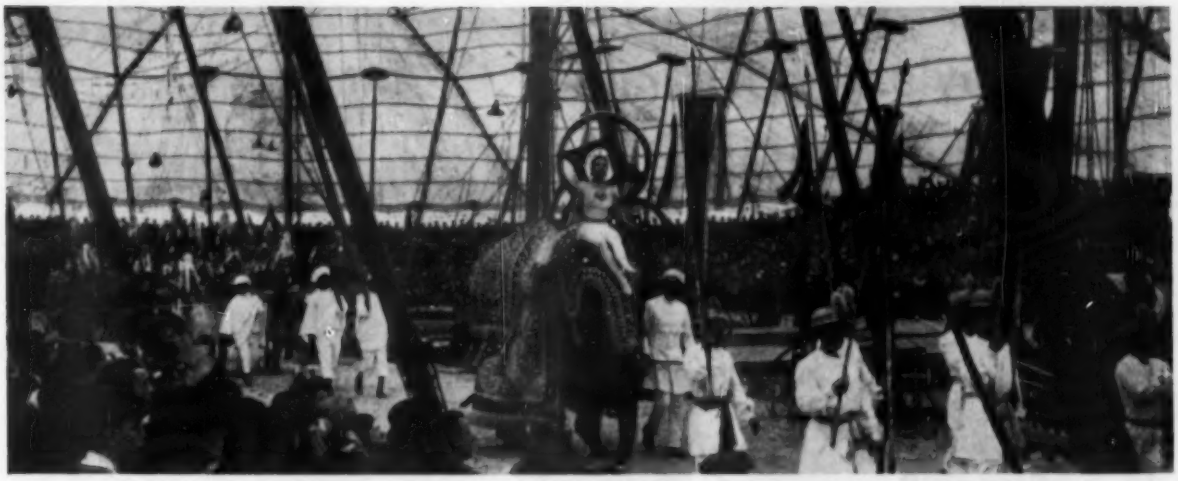
YOUR HOME DESERVES

Perfection

AUTOMATIC HEATING • CENTRAL COOLING

Don't miss this big parade of modern lumber and millwork products





"All Under One Tent" at the N.A.H.B. Show Hotel Sherman, Chicago, January 16-20

Here's a spectacular exhibit that offers valuable help—profit-producing "how to" information—to builders of quality homes. Heralding the new era of quality home construction, it presents latest news about the big modern trend to wood—latest wood product developments that give builders an edge in today's huge home market. You'll learn...

- How wood products can increase comfort—livability—convenience—in the homes you build and plan to build.
- How the great variety of modern wood products helps builders avoid "look alike" homes.
- Why stock-design millwork increases home values—makes selling easier for you.

Tie in now with the big Ponderosa Pine promotional campaign—and watch for full-page Ponderosa Pine ads reaching more than 20,000,000 readers regularly in The Saturday Evening Post.



These are members of and contributors to Ponderosa Pine Woodwork

LUMBER: Alexander-Stewart Lumber Co. • Anaconda Copper Mining Company • Associated Lumber & Box Company • Blagen Lumber Company • Brooks-Scanlon, Inc. • Cascade Lumber Company • Collins Pine Company • Crane Mills • Crawford Lumber Company • Gilchrist Timber Company • Hayfork Lumber Company • Edward Hines Lumber Co. • Industrial Wholesale Lumber Co. • Long Lake Lumber Company • McCloud Lumber Company • Michigan-California Lumber Co. • J. Neils Lumber Company • Ochoco Lumber Company • Oregon Lumber Company • Peshastin Lumber & Box, Inc. • Pickering Lumber Corporation • Setzer Forest Products • Ralph L. Smith Lumber Co. • Tarter, Webster & Johnson, Inc. • Weyerhaeuser Sales Company • Winton Lumber Company • **WOODWORK:** Andersen Corporation • Anson & Gilkey Company • Wm. Cameron & Co. • Carr, Adams & Collier Company • Cole Manufacturing Co. • Continental Screen Company • Curtis Companies Incorporated • Farley & Loetscher Mfg. Co. • Great Lakes Millwork Corp. • The Hotchkiss Brothers Co. • Hurd Millwork Corp. • Huttig Manufacturing Co. • Ideal Co. • The Long-Bell Lumber Company • The Malta Manufacturing Co. • Missoula White Pine Sash Co. • Morgan Company • Northern Sash & Door Company • Philadelphia Screen Mfg. Co. • Roach & Musser Company • Rock Island Millwork Company • Rockwell of Randolph, Inc. • Semling-Menke Company • The Silcrest Company • Vaughn Millwork Company • The Wabash Screen Door Company • White Pine Sash Company • **ASSOCIATE MEMBERS:** The Casement Hardware Co • Chapman Chemical Company • The Dorris Lumber & Moulding Co. • McKuen Moulding Company • Monarch Metal Weatherstrip Corp. • Protection Products Mfg. Co. • • • and **WESTERN PINE ASSOCIATION**

Today's Top Team for HIGH PRODUCTION and Profits!

American Super 8

Sands floors nearly twice as fast as Standard Machines!



American Spinner

New "B" Spinner with powerful new motor is *fastest cutting, most efficient* 7" disc sander!

• These high production teammates save time, save labor and *make more money for you!* For best results and top profit —use AMERICAN from start to finish! Sand body of floor with the speedy Super 8. Do edges, stairs, halls, closets with American "B" Spinner. For best-cutting abrasives—use new improved American Black Demon and American Combination papers. For the finest finish —American quality seals, finishes and waxes for wood, asphalt, rubber, linoleum, *all* floors.

AMERICAN

Performance Proved MACHINES...

Nation-Wide SERVICE



☐ Floor Sanders ☐ Floor Edgers ☐ Maintenance Machines ☐ Abrasives ☐ Seals, Finishes ☐ Saws

The American Floor Surfacing Machine Co.
511 So. St. Clair St., Toledo, Ohio
Send latest catalog on the above.

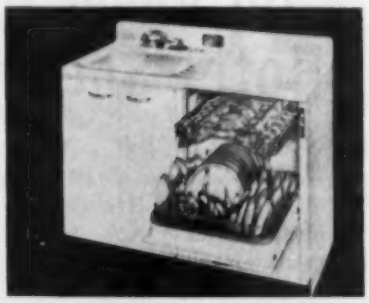
Name_____

Street_____

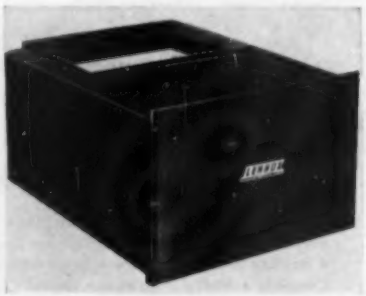
City_____ State_____



AB15162—REEL FIXTURE—SHERMAN, BOOTH 592—John C. Virden Co., Dept. AB, 5909-6103 Longfellow Ave., Cleveland 3, Ohio. Known as the V-2216-R, this fixture has a wrought iron frame, perforated metal shade with polished brass trim. Frosted chimney takes a 100-watt lamp. Reel in canopy permits fixture to pull down to 60 in. and retract to 27 in. Spread of the shade is 16 in.



AB15009 — DISHWASHER SINK — SHERMAN, BOOTH 446—Kitchen-Aid Home Dishwasher Div., The Hobart Mfg. Co., Dept. AB, Troy, Ohio. This dishwasher sink is 48 inches wide and has the drain preassembled with the sink drain. The plumber needs only to couple the drain line and the water lines. With the hooking to the electrical outlet the unit is ready. The units are also available in portable and under counter-top models.



AB15007 — "ADDITIVE" AIR CONDITIONERS — SHERMAN, BOOTH 144—The Lennox Furnace Co., Dept. AB, Marshalltown, Ia. Air conditioning units of 2 and 3 ton capacities, designed to be added to existing central forced air heating systems are offered by this manufacturer. Unit shown is for vertical air flow. It can be installed above an up-flow furnace or beneath a down-flow furnace. Furnace blower, filters, ducts are used for cooling.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



See Our Display at the N. A. H. B. Show in Chicago — January 16 – 20 Booth 558 — Hotel Sherman

The name on the door means a lot

Smart builders make sure of supplying "just what the doctor ordered" — and of pleasing the most finicky customer — by recommending handsome Atlas Plywood birch doors for any building project.

They're an excellent business prescription, too. The dignity and prestige they add to your customer's name — plus their outstanding beauty and service on the job — add up to profit-building good will for *you*, as a builder.

In fact, your customer always gets more out of Atlas Plywood doors because we put more care into their making. Quality-controlled at every step of manufacture, and trued, trimmed and glued to top-grade specifications, they're built to give lasting satisfaction to you and your customers. Atlas Plywood doors are available with solid or hollow cores, in all popular woods and grades. For complete details, send for free color folder on Atlas Plywood flush doors.

Write Dept. AB-5, 1432 Statler Bldg., Boston 16, Mass.

Atlas Plywood

CORPORATION

FROM AMERICAN FOREST TO FINISHED PRODUCT

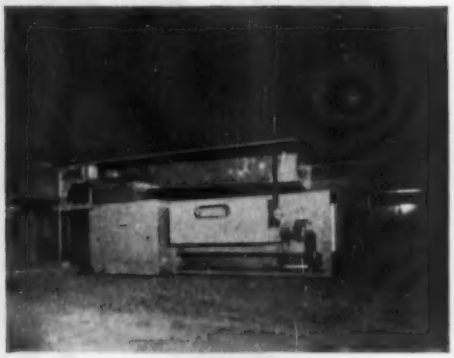
Boston 16, Mass. *Distributors in all principal cities*

I have an on my staff when I



"I know I can rely on–

the advice and installation service of my Lennox dealer-expert, Robert Kraft, Circle-Aire Company," says Mr. Maxon. "We've worked together on many projects, and in every case he's shown that what he's most interested in is, first, helping me select the right equipment; and second, seeing that it's installed right, and on schedule."



There's a Lennox Warm Air Conditioner for every heating need: oil or gas; models for installation in basement, utility room or closet; compact Stowaway for attic or crawl space.

It's Good Business to Buy

LENNOX®

World's Largest Manufacturers of Warm Air Heating Systems

MARSHALLTOWN, IOWA · SYRACUSE, NEW YORK · COLUMBUS, OHIO
FORT WORTH, TEXAS · PASADENA, CALIFORNIA · SALT LAKE CITY, UTAH · DECATUR, GEORGIA · IN CANADA: TORONTO AND CALGARY

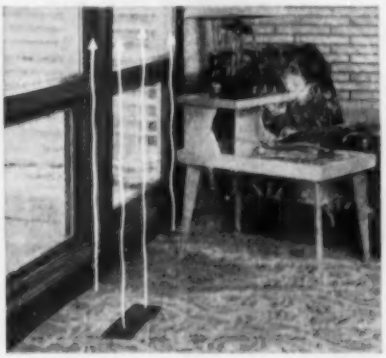


Keep Your Customers Happy! Lennox offers the services of the industry's largest and finest dealer organization. Wherever you are, you're sure of quick, efficient servicing of Lennox equipment.

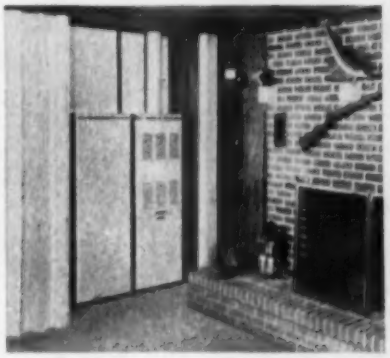
all-season air conditioning expert without cost, choose LENNOX

SAYS DON C. MAXON OF THE MAXON CONSTRUCTION COMPANY, BARRINGTON, ILLINOIS

Build more comfort into your homes, winter and summer, build more profit into your operations—by following the lead of this well-known builder of the famous U.S.G. Research Village.



Advanced Comfort Engineering. Examples: Lennox Perima-Flo heating; exclusive Lennox "Hammock" Filter for 70% greater cleaning efficiency; super-silent operation.



Summer Air Conditioning, the "plus" buyers look for. Two- and three-ton cooling units use same blowers, filters, ducts as heating unit. Install in multiples for any requirement.



Heating Now, Cooling Later. To give homes the appeal of air conditioning without the immediate cost, Lennox makes provision for later installation of cooling unit.



Your Prospects Know Lennox, biggest name in indoor comfort. Seeing "Lennox" on equipment is just one more assurance to them of the quality you build into your homes.

TO HELP YOU SELL—HERE'S THE LENNOX SALES CONDITIONING PLAN FOR HOME BUILDERS

Here's the full story on the merchandising assistance Lennox offers to help you move your Lennox-equipped homes: more than a dozen sure-fire selling aids, ranging from eye-catching individualized tract brochures with the name of your project . . . to unique displays . . . to the newest ideas in model home point-of-sale material. Get in touch with your Lennox dealer-expert, or *wire collect today to your nearest LENNOX branch office.*



Lux-Right®

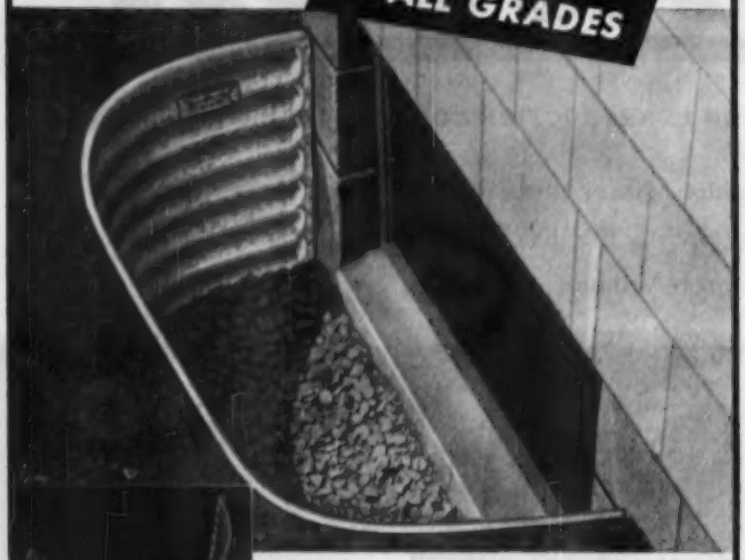
The Nation's Best

AREAWALLS

MOST COMPLETE line of Areawalls in U. S. A.

• ALL SIZES

• ALL GRADES



◄ ROUND STREAMLINED-STRAIGHT

Builders throughout America look to us for galvanized steel areawalls. We're pioneers in making bright-galvanized, sturdy products, first in Design, Quality and Economy. There's a Lux-Right Areawall ideal for your use. Areawalls in all sizes and grades.



ACCESSWAY



CASEMENT

IMPERIAL LUX-RIGHT: Long recognized as standard for American homes. Galvanized (hand-dipped) by us *after* fabrication.

ECONOMY LUX-RIGHT: For medium priced homes, and housing developments. (Available when price is a factor). Tight-coat galvanized.

ACCESSWAY: Provides easy access under houses with no basements. Right angle corners let access doors swing wide open. (F.H.A. type).

CASEMENT: For basement, hill and split-level homes and other lower floor rooms using casement windows. Right angle corners permit basement windows to open wide.

FOUNDATION VENTS: For under-floor ventilation to offset deterioration of foundation and lower floor materials. Corrugated.

Imperial Lux-Right Areawalls will outlast your building with no upkeep expense. Maximum sturdiness. Hug-Tite flanges. No painting needed. Brilliant zinc finish. Three shapes: Streamlined-straight, Round, Square.

We prepay freight on 12 or more units. Dealers everywhere.
Free illustrated folder. Phone Dealer, or Distributor, or write us. AB-1

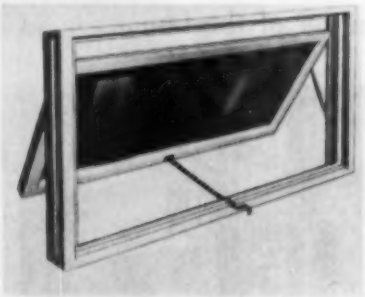
SAINT PAUL CORRUGATING CO.

Expert Fabricators of Sheet Metal Products for 70 Years

SOUTH END WABASHA BRIDGE • SAINT PAUL 1, MINN.



AB15033 — POCKET DOOR HARDWARE—HILTON, BOOTHS 204-205—Leigh Building Products Div., Air Control Products, Inc., Dept. AB, Coopersville, Mich. This is a low-cost unit engineered for trouble free operation and a very minimum of installation time. The exclusive Lok-Tab allows the doors to be hung in the open and locked after the door is aligned. The manufacturer reports device prevents doors from coming off the track.



AB15027—MULTIPLE USE AWNING WINDOW — SHERMAN, BOOTHS 575-576—Carr-Adams and Collier Co., Dept. AB, Dubuque, Iowa. These windows can be used as awning, fixed, hopper, and casement types. They offer unlimited possibilities of fenestration arrangements. Either a bar operator or locking handle friction hinge operator is available. Windows are weatherstripped, screens and storms are optional. There are eight stock sizes plus two picture units.



AB15029—WALL COVERINGS AND MATCHING FABRICS — SHERMAN, BOOTH 407—Columbus Coated Fabrics Corp., Dept. AB, Columbus 16, Ohio. Twelve new Waltex patterns are available with matching fabrics. Now the Waltex dealer is a one stop decorating service for customers. The matching fabrics can be used for draperies, valances, bedspreads, slip covers, and other items. Matching fabric and walls is a trend.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

TRIANGLE DEVELOPMENT & SALES COMPANY

203 E. BLAND STREET P. O. BOX 3084 PHONE 5-1967
CHARLOTTE, N. C.

J. W. WIGGINS, Sr.
J. W. WIGGINS, Jr.
T. J. WIGGINS, Jr.
E. LINDSEY WIGGINS

JULY 27, 1954

Mr. John Pollock
American Houses, Inc.
165 West 46th Street
New York 36, New York

Dear Mr. Pollock:

Recently we promoted your four bedroom "Southland" (1053 ABA) in our new subdivision Nations Village, and it was enthusiastically received by more than four thousand people during its showing. We have since sold twenty-one homes and have a file of over fifteen hundred good prospects. Your promotion aids and financial co-operation in advertising were a big factor in this successful model home showing.

This timely, low cost "Southland", as have the other American Houses we have built in the past, has permitted us not only to stay abreast with new market trends but to scoop the housing field in the Charlotte area with outstanding home values — consistently.

Sales is the yardstick for measuring the success of any builder's product. Since we started building American Houses in the summer of '51, we have built and sold nearly $1,250,000 worth of quality low cost homes to almost two hundred satisfied customers. The vast majority of these were sold before construction was started.

Our experience has proven that quick erection time and dependable scheduling of shipments have made it possible for us to build more homes — faster and easier. Your Company's excellent product, progressive thinking, and capable personnel have made our association both pleasant and profitable.

Very truly yours,

TRIANGLE DEVELOPMENT & SALES COMPANY

ELW mw

BY: E. Lindsey Wiggins
E. Lindsey Wiggins

Developers and Builders of Residential Properties Exclusively

"...a file of over fifteen hundred good prospects"



Triangle Development and Sales Company has built and sold nearly $1,250,000 worth of American Houses, of which the "Southland" is the most recent example.

Mr. Wiggins makes a good point.

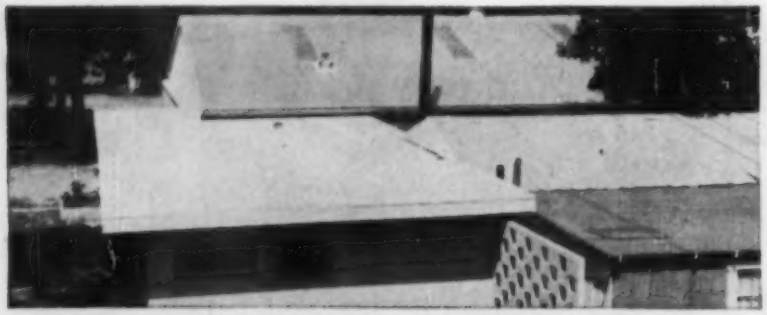
Immediate sales, even "before construction was started" are only part of the benefits he gained. Assured future business is just as important . . . You, too, can have both. Write us for more details!

TRADEMARK APPLIED FOR

American Houses Inc.

165 W. 46th Street, New York 36, N. Y.

phmi





A. E. Betzel Engineering Company, Arlington, Texas. *Mr. A. E. Betzel, President, says:*

"Kaiser Aluminum roofing boosted our efficiency!"

"We have found," Mr. Betzel explains, that the Kaiser Aluminum corrugated industrial sheet on our new plant reflects the rays of our hot Texas sun so effectively that we are enjoying a marked improvement in output and efficiency."

When you specify Kaiser Aluminum sheet, you can expect this same kind of client satisfaction. Here's why:

Kaiser Aluminum sheet not only keeps interiors as much as 15° cooler under hot sun, it provides winter insulation. Interior heat is reflected back into working areas.

In addition, Kaiser Aluminum sheet insures brighter working conditions because of aluminum's high light reflectivity.

On every count—comfort, durability, strength, economy, lower maintenance costs—specify Kaiser Aluminum Industrial Roofing and Siding!

For A.I.A. File and complete information, contact the Kaiser Aluminum sales office listed in your telephone directory. Or write Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office,* Palmolive Bldg., Chicago 11, Ill.; *Executive Office,* Kaiser Bldg., Oakland 12, Calif.

Kaiser Aluminum

INDUSTRIAL ROOFING AND SIDING

Give your clients all these advantages with Kaiser Aluminum Corrugated Sheet

Low cost—Provides a combination of advantages not available in other materials at any price.

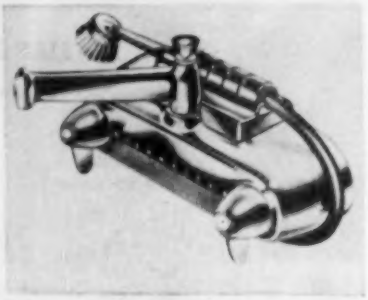
Light weight—Reduces transportation costs. So easy to handle that construction is faster, lower in cost. Often permits the use of lighter, less expensive framing.

Corrosion resistance—High resistance to most industrial fumes. Can't streak with red rust stains. Maintains its attractive appearance indefinitely.

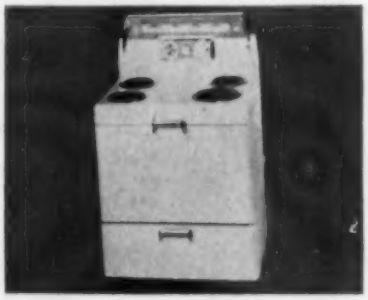
Strong—The increased depth (⅞") of the corrugations of Kaiser Aluminum Roofing provides greater load carrying capacities over the longer spans required in modern industrial construction.

Low Maintenance—Never needs painting. Resists heavy winds and hail.

Cooler, Brighter Interiors—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum's high reflectivity insures extra interior light.



AB15335 — DISHMASTER — HILTON,BOOTH 58 — Gerity-Michigan Corp., Dept. AB, Adrian, Mich. The Dishmaster is a combination dishwasher and permanent swing spout mixing faucet. It is low-priced, easy to install, and economical to use. Uses either liquid or granulated detergent. Comes in either a wall or table type to fit any sink. Was designed to specifications laid down by housewives. A handsome addition to any kitchen.



AB15023 — 30-INCH ELECTRIC RANGE — HILTON, BOOTH 158— Crosley Home Appliance Div., AVCO Manufacturing Co., Dept. AB, Cincinnati, Ohio. This 30-inch electric range has a divided top with a work space between the burners. The unit comes equipped with automatic push button control of seven heat speeds, plus an electric interval timer, self-sealing door, fluorescent lighting and timed appliance outlet. Range has extra-sized oven.



AB15031 — SPACE SAVER YEAR 'ROUND CONDITIONER — HILTON, BOOTHS 16-17—Airtemp Div., Chrysler Corp., Dept. AB, Dayton, Ohio. A new V-type cooling coil incorporated as part of the furnace requires only 14½ inches of additional height above the heating plant. The space saving coil is available in four models for air or water cooled condensing units, for low- or high-type furnaces. The condenser can be erected outside the house.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

NEW WAY TO FASTEN SLEEPERS TO CONCRETE WITH DRIVE-IT





Kenbo Corp., builder of Rancho Monterey homes near Los Angeles, uses Drive-It "400" to fasten 2"x4" sleepers to the concrete floor slabs. Superintendents Walter Johnson and L. B. Swann, Drive-It users three years, say Drive-It fastenings are quick, dependable, economical.

NEW EXCLUSIVE

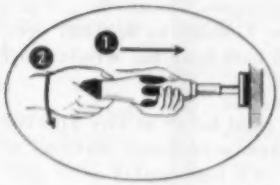


DRIVE-IT 320 WITH BREAK-OPEN ACTION

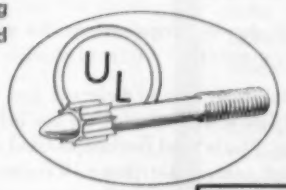
Snap open action results in the fastest operating tool on the market. Easiest method to load and eject cartridges under any condition.



Controlled Power. First and only tool which requires but one standard power load regardless of penetration desired. No need to buy and stock various strength power loads.



Three-way Safety. Cannot be discharged accidentally, due to the push and turn firing sequence. This, plus the large, swivel safety pad, makes DRIVE-IT triple safe.



Drive pins are Underwriters' Laboratories approved.

More fastenings per hour with this speedy way of loading and ejecting cartridges.

SEND THIS COUPON FOR FULL DETAILS

POWDER POWER TOOL CORP.

DEPT. I S. W. Macadam, Portland 1, Oregon

Canada: Ammo Power Tool Co., Ltd. 735 Broadway, Vancouver, B. C.

☐ Please send FREE catalogue and literature.

☐ I want a FREE demonstration of *DRIVE-IT*.

Name_____

Street_____

City_____ State_____

DRIVE-IT

the original **POWDER-ACTUATED TOOL**

Hal Anderson, Dallas builder of quality homes...





uses Wright Vinyl Tile in every unit

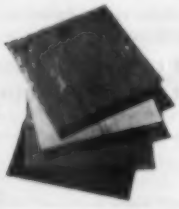
The firm of Hal Anderson & Associates, Dallas, designs and builds ultramodern homes in the $100,000 to $200,000 price range, exclusively. Each Anderson built home has Wright Vinyl Tile in its kitchen.

Says Mr. Anderson: "When you build homes at over $100,000 as we do, you can't afford to compromise on design, materials or workmanship. These must be of such high quality as to positively and quickly command the selling price."

Wright Vinyl Tile answers Mr. Anderson's requirements for a floor that is at once luxurious and practical.

Because it is beautiful, tough, waterproof, easy to maintain, and extremely durable—Wright Vinyl Tile is well adapted for use in all public and residential buildings. Please send for samples and literature and for the name of your nearest distributor. Wright Manufacturing Co., 5203 Post Oak Road, Houston, Texas.

WRIGHTEX
WRIGHTFLOR
WRIGHT VINYL TILE
ECONOTILE

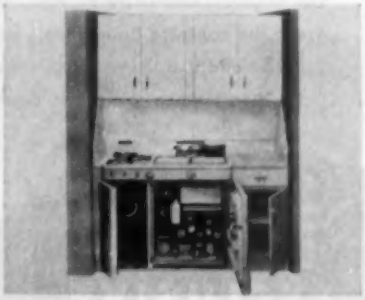


WRIGHT
RUBBER TILE
The 100-Year Floor!

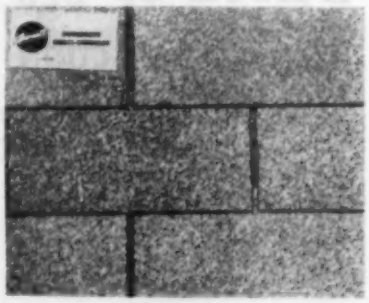
5259



AB15368—UTILITY DRILL KIT—SHERMAN, BOOTH 591—The Black & Decker Mfg. Co., Dept. AB, Towson 4, Md. This ⅜ in. utility drill kit is designed for use by plumbers, carpenters, installation and repairmen of all types Besides drill, kit contains an assortment of twist drill bits, carbide-tipped masonry bits, wood augers and hole saws. The new drill has a no-load speed of 1,000 rpm; drives hole saws from ⅝ in. to 1¼ in.



AB15370—RANGE-REFRIGERATOR COMBINATION—SHERMAN, BOOTH 478—General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif. A range, complete with oven and broiler, double bowl sink, refrigerator, and wall-hung cabinets comprise the 63-in. unit shown here. This model is also available in 48, 51, and 72 in. widths. Optional equipment is garbage disposer. Range can be either gas or electric.



AB15030—PASTEL COLORED SHINGLES—HILTON, BOOTHS 335-336—Barrett Div., Allied Chemical & Dye Corp., Dept. AB, 40 Rector St., New York 6, N. Y. Pastel gray is the most recent addition to Barrett's line of pastel colored shingles that includes such colors as pastel red, pastel green, pastel blue, and snow white. Lighter colors, according to the manufacturer, are in growing demand. Home buyers prefer the new lighter roofs.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



NEW CHEVROLET TRUCKS

engineered and designed with your profit in mind!

Everything about these new Chevrolet trucks spells *profit!* Their low cost, their stamina and dependability, even their traditionally higher resale value!

COST LESS TO BEGIN WITH

That's right, Chevrolet brings you America's lowest-priced line of trucks—so you save right from the start. The beauty of it is, you go right on saving! With the high compression ratio of Chevrolet's three great engines, you register more miles on the job for each tankful of gas. You can count on fast starts; easy pulling up steep grades. You stay on schedule and keep the profits coming in *on time!*

COST LESS TO MAINTAIN

That's because of the rugged strength and stamina engineered into every new Chevrolet truck. They stay on the job longer (actual owner reports prove it!), cutting your maintenance costs right to the bone. Look over the many advance-design features in the next column and you'll begin to see why.

Your best bet is to talk trucks with your Chevrolet dealer. He'll tell you all you want to know about these Chevrolet profit-makers! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

THREE GREAT ENGINES—The "Jobmaster 261" engine* for extra heavy hauling. The "Thriftmaster 235" or "Loadmaster 235" for light-, medium- and heavy-duty hauling. **TRUCK HYDRA-MATIC TRANSMISSION***—offered on ½-, ¾- and 1-ton models. Heavy-Duty **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting. **DIAPHRAGM SPRING CLUTCH**—positive-action engagement. **HYPOID REAR AXLE**—for longer life on all models. **TORQUE-ACTION BRAKES**—on all wheels on light- and medium-duty models. **TWIN-ACTION REAR WHEEL BRAKES**—on heavy-duty models. **DUAL-SHOE PARKING BRAKE**—greater holding ability on heavy-duty models. **RIDE CONTROL SEAT***—eliminates back-rubbing. **LARGE UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give trip-saving load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance.

**Optional at extra cost. Ride Control Seat is available on all cabs of 1½- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.*

There's one way to be sure of what you're getting when you buy plywood sheathing . . .

LOOK FOR THIS DFPA*

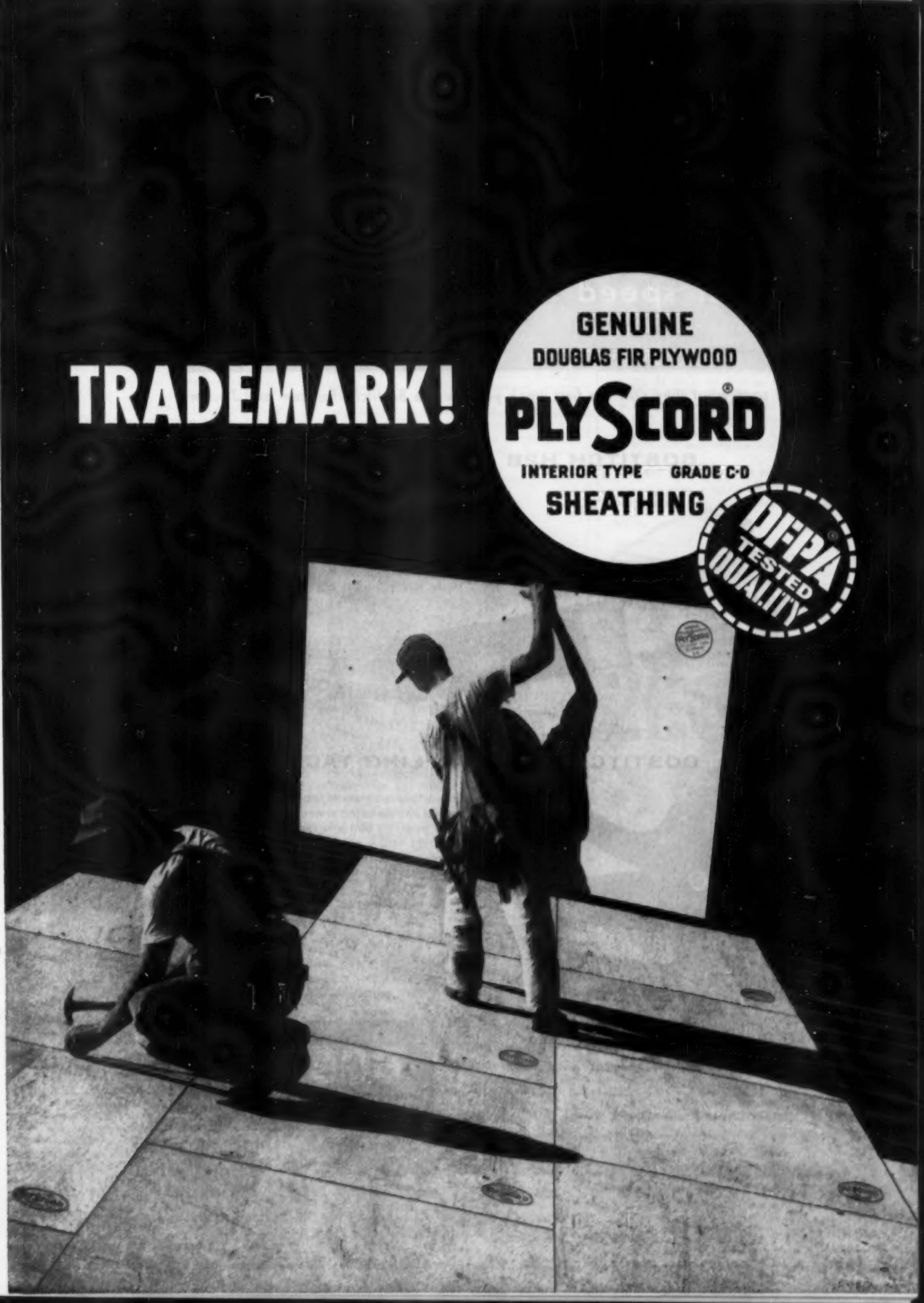
Be safe—be sure! Insist on genuine DFPA trademarked sheathing, engineered to meet exacting structural requirements.

When you buy grademarked, trademarked PLYSCORD, you're getting strong, durable Douglas Fir plywood sheathing that's quality tested by DFPA* to protect the buyer.



*DFPA: Douglas Fir Plywood Association is a non profit industry organization devoted to product research, promotion, and quality maintenance.

NEW A handy slide rule giving thickness and nailing recommendations for Plyscord sheathing on various stud, joist and rafter spacings. Free. Write DFPA, Tacoma 2, Washington.


TRADEMARK!
GENUINE
DOUGLAS FIR PLYWOOD
PLYSCORD®
INTERIOR TYPE GRADE C-D
SHEATHING
DFPA®
TESTED
QUALITY

BOSTITCH Builder's Tools put speed in scores of jobs!

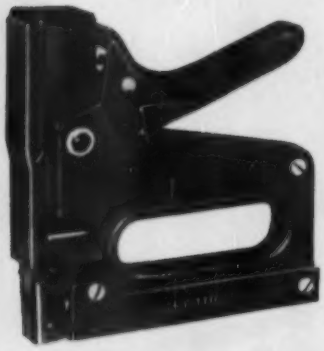
You'll save what they cost the first week you use the Bostitch Hammer and Tacker

BOSTITCH H2B STAPLING HAMMER



Here's the fastest way to apply batt and reflective insulation, metal lath, felt underlayment, light flashing. One-hand, one-blow operation speeds tacking and light nailing jobs as much as 50%. One man using the H2B can put up almost as much material as two experienced hammer-and-nail men.
Easy-fill magazine holds staples with leg lengths of 1/4" or 3/8". Model H2B 1/2 takes 1/2" leg lengths.

BOSTITCH T5-8 STAPLING TACKER



It does jobs where accuracy is important—like putting up ceiling tile and fastening screening to frames. Like the H2B, it's good for applying batt and reflective insulation and almost any light nailing or tacking job. Just spot it and squeeze. Powerful action drives staples with leg lengths up to 9/16" all the way home. Thin nose fits into tight places, lets you place staples within 1/16" of an inside corner. Three models available for three wire sizes. Five leg lengths, 5/32" to 9/16".

WANT TO TRY THEM? See your building supply dealer. He has the H2B Hammer and T5-8 Tacker on display. If he doesn't, call your local Bostitch representative or write us directly.

Fasten it better and faster with

BOSTITCH®
STAPLERS AND STAPLES

BOSTITCH, 821 Mechanic Street, Westerly, R. I.

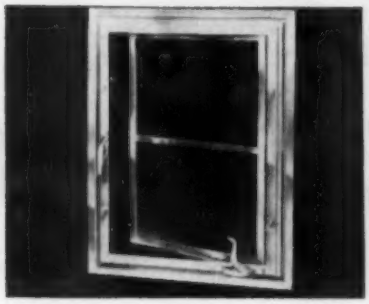
Send me information about the following Bostitch Builder's Tools:

☐ Bostitch H2B Hammer
☐ Bostitch T5-8 Tacker

Name _____

Address _____

City _____ *Zone* ____ *State* _____



AB15094—ALUMINUM FIN-FRAME WINDOW—HILTON, BOOTHS 330-340—J. S. Thorn Co., Dept. AB, 8501 Hegerman St., Philadelphia 36, Pa. Extruded aluminum frame has integrated exterior trim and special fin for quick installation and fastening. Fin bridges 1" air space in brick veneer construction; provides a reveal to receive brick, stone, siding, shakes, stucco or other exterior finish materials.



AB15032 — UPSIDE-DOWN REFRIGERATOR — HILTON, BOOTHS 351-352—Admiral Corporation, Dept. AB, 3800 Cortland St., Chicago 47, Ill. This company's new '55 line is sparked with an upside-down refrigerator, over-sized freezer chest at the bottom and the regular cold food storage at standing height. The unit has a 11.4 cubic foot capacity with a 122 pound capacity freezer. Door shelves, two roll out shelves, over-sized crisper included.



AB15361—NEW ROOF DECK—HILTON, BOOTHS 382-389 — Reflectal Corp., subsidiary of Borg-Warner Corp., Dept. AB, 310 S. Michigan, Chicago, Ill. Ingersoll Roof Deck is a new structural roof system consisting of floating panels securely anchored to precision-aligned purlins. Despite freedom of expansion and contraction of panels, deck achieves a new high in rigidity and strength at 8 ft. spans according to manufacturer.



AB15035 — DECORATOR CONCAVE KNOBS—HILTON, BOOTH 4—American Cabinet Hardware Corp., Dept. AB, Rockford, Ill. These new Decorator Knobs are available in two finish combinations: One, a satin chromium knob with ebony black ornament and polished chromium backplate, and two, a satin, copper knob, brass ornament and polished brass backplate. Visual packages show each knob and backplate combination.



AB15338—VAPOR PRESSURE MATERIALS—HILTON, BOOTH 357—W. R. Meadows, Inc., Dept. AB, 2-18 Kimball St., Elgin, Ill. Sealtight Premoulded Membrane and Corktite Perimeter Insulation are companion vapor pressure materials which will completely isolate and control soil-based humidity migration. They are designed to not only eliminate condensation problems within a structure, but reduce cost of construction.



AB15365 — RADIANT HEATING PANEL—SHERMAN, BOOTHS NOS. 438-439—United States Rubber Co., Dept. AB, Rockefeller Center, New York 20, N. Y. "Uskon" electrical panels, 1/16-in. thick, can be cemented to ceiling like wallpaper. Panels weigh only six ounces per square foot and can provide radiant heating for an entire house or a single room. Number of panels is determined by climate, insulation.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

Avoid Tool Damage And Loss With KARYALL COMPARTMENTS



KEEP YOUR TOOLS AND MATERIALS ORGANIZED — SAVE TIME AND INCREASE YOUR PROFITS

- KARYALL COMPARTMENTS convert any ½, ¾ or 1 ton pick-up truck into a handy mobile workshop.
- KARYALL COMPARTMENTS give you more strength for less money. They are built in 78", 88", 96" and 108" sizes to fit full length of truck bed. Shipped complete with mounting brackets for easy installation.
- Immediate delivery from our stock.

Call ATlantic 1-0470
or write for prices today

Name .....
Company .....
Address .....
City ..... State .....

KARYALL BODY, INC.
8221 Clinton Road Cleveland 9, Ohio
Department A

26 COLORS



CALBAR CAULKING COMPOUNDS

match every building material!

With brick, stucco, asbestos-cement siding, shingles, metal or wood . . there's a CALBAR color to match or harmonize perfectly! Non-staining, non-hardening CALBAR Caulk complies with Federal and ACPA specifications. Write for details.

CALBAR PAINT & VARNISH CO.
Manufacturers of Technical Products
2612-26 N. Martha Street
Philadelphia 25, Penna.

MORE CLAY TILE ON DRY

—AT LOWER

Clay tile has always been a good, silent salesman for the home builder —it helps sell homes faster. Now, in addition to conventional Tilework, you can take advantage of the cost-saving mastic method of installing clay tile on dry wall construction.

GET MORE CLAY TILE APPEAL IN THESE AREAS

for instance, now you can—

- add the sales appeal of real clay tile, instead of substitute materials, in low-priced homes where before you have installed no tile at all.
- put clay tile in such key kitchen areas as behind the burners, as a sink splashback, and on the wall from the counter tops to the bottom of wall hung cabinets.
- use clay tile in laundry and utility rooms, powder rooms and other areas, for added sales appeal.
- install clay tile wainscoting for the entire bathroom instead of just round-the-tub wainscoting.
- run clay tile from floor to ceiling in the entire bath instead of a minimum shoulder-height tile wainscot.

The Modern Style is

TILE COUNCIL OF AMERICA,
Room 3401, 10 East 40th St., New York 16, N. Y. or Room 433, 727 W. 7th St., Los Angeles, Calif.

PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Manufacturing Company • B. Mifflin Hood Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Company • Gladding McBean & Co. • Jordan Tile Mfg. Co. • Mosaic Tile Company • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Company • Pomona Tile Mfg. Co. • Robertson Mfg. Co. • Royal Tile Manufacturing Co. • Sparta Ceramic Co. • Summitville Tiles, Inc. • United States Quarry Tile Co. • Winburn Tile Mfg. Co.

WALL CONSTRUCTION

COST!

WHY MASTIC-INSTALLED CLAY TILE SAVES BUILDING COSTS



◀ one coat of mastic is all you need on your dry wall bed.

tiles are floated quickly ▶ and easily on mastic bed.





◀ grouting of tile joints is quick and easy.

job clean-up time is held ▶ to minimum.



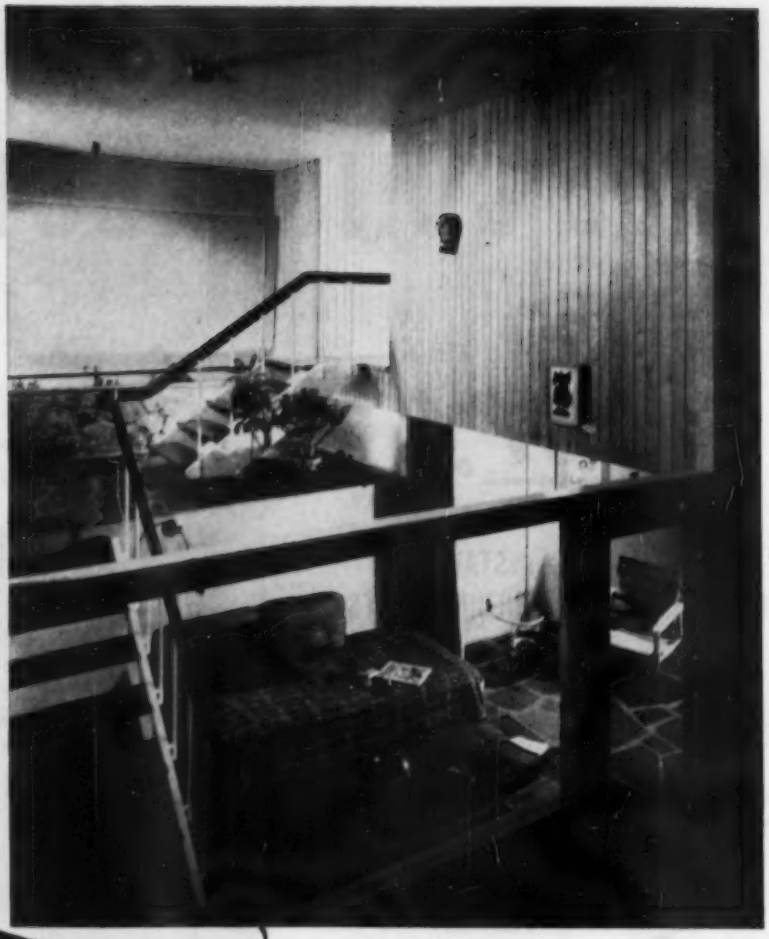
Be sure to look into mastic-installed Tilework on your next building project—clay tile sells homes faster!

GENUINE CLAY
tile

PALCO

Architectural Quality Redwood





COMBINES DECORATIVE VERSATILITY WITH FUNCTIONAL EXCELLENCE

in exterior or interior design

As a trim or basic structural element, *Palco Architectural Quality Redwood* combines the inherent elements of good design flexibility with practical functional requirements. Richness of color and grain contrast or compliment a galaxy of tones in companion materials and landscapes. Or it will take and hold paints and other finishes beautifully. Dimensional stability, ageless defiance of weather and deterioration, and ease of workability make it suitable for almost every structural application. The controlled uniform quality of *Palco Architectural Quality Redwood* offers an added premium in value—at no extra cost. For the finest in decorative versatility and functional excellence, specify *Palco Architectural Quality Redwood.*

PALCO Redwood is tops in ALL these qualities

- ✔ High Dimensional Stability
- ✔ Low Swelling and Shrinkage
- ✔ Finest Paint Retention
- ✔ Greatest Durability
- ✔ Good Workability
- ✔ Glue-holding Ability



Specify PALCO REDWOOD

THE PACIFIC LUMBER COMPANY

The best in Redwood—Since 1869

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

Memo 1955

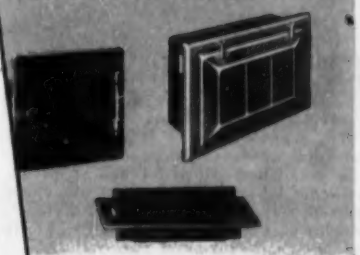
Majestic Products help build Better Profits!

Many builders have discovered they can offer top quality and still get better profits by using Majestic Products in the homes they erect. Are you taking full advantage of Majestic's complete line? From the famous Underground Receiver, right through to year-around air conditioning equipment for the most modern home, there is a Majestic answer to a whole host of building needs. For complete information on metal building products, incinerators, fireplaces, chimneys, or furnaces, see your Majestic distributor or write the company for his name.



Majestic **UNDERGROUND RECEIVER**

—Perfect for Garbage or Cans & Bottles

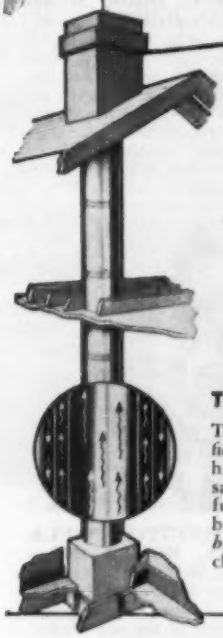


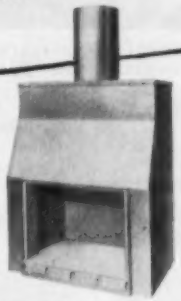
BUILDING PRODUCTS
—A Quality Line



Majestic **CIRCULATOR FIREPLACE**

CIRCULATES HEAT LIKE A FURNACE





Majestic **THULMAN FIREPLACE**

A UL-approved fireplace, factory-fabricated with required clearances built-in to save on both initial cost and installation time. Complete with its own Thulman Chimney, it can be installed on a wood floor and framed in quickly and easily by one man. Saves up to 4/5 of the cost of an ordinary fireplace.

THULMAN CHIMNEY

The pace-setter in the modern chimney field, this steel-and-aluminum chimney hangs on joists for economical, time-saving installation. UL-listed for all fuels and for zero clearance from combustibles because it has *ample clearance built in.* The perfect combination of chimney efficiency, safety, and economy.



Majestic **INCINERATORS**

—gas-fired and fuelless

For disposal of trashbasket waste and garbage, Majestic makes a full line of home incinerators—from low-cost basement units that use the waste itself as fuel, to the gleaming, automatic, gas-fired model illustrated. A modern "convenience" feature that home-buyers are demanding!

Majestic **SUMMER-WINTER AIR CONDITIONERS**

Fuel-thrifty gas-or-oil winter conditioners and matching electric summer conditioners put Majestic year-around comfort into any home, small or large. Upflow and counterflow units have capacities from 76,000 BTU to 200,000 BTU, with horizontal flow models ranging on up to 392,000 BTU. In addition, Majestic also furnishes a complete line of pipe, fittings, and accessories for forced-air heating and cooling.



The *Majestic* Co., Inc.
300-L Erie Street, Huntington, Indiana

see *Majestic* at
BOOTHS 436-437, HOTEL SHERMAN
Chicago Illinois

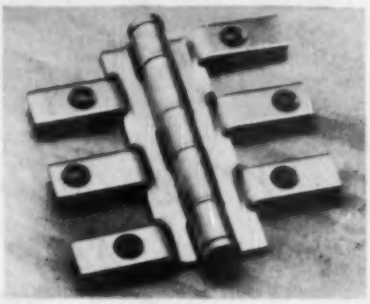




AB15348 — LOCKSET TRIM — HILTON—BOOTH, NO. 127—Schlage Lock Co., Dept. AB, 2201 Bay Shore Blvd., San Francisco, Calif. Shown above is the "Star," one of five new lock and escutcheon designs for residential or commercial installation. All of the new styles are available in bronze, brass and aluminum with all standard finishes, except the Star, which comes in brass and bronze only. All are interchangeable with current locks.



AB15132—ALUMINUM STORM ENCLOSURES—HILTON, BOOTH 364—The Eagle-Picher Co., American Building, Cincinnati 1, O. Leader of the '55 line of 8 different types of aluminum enclosures for windows and doors is the "Triple-Slide" combination window styled by Raymond Loewy; features "Eraydo" metal track, a special zinc alloy that cuts friction to minimum. Line also includes jalousie door and porch enclosures.



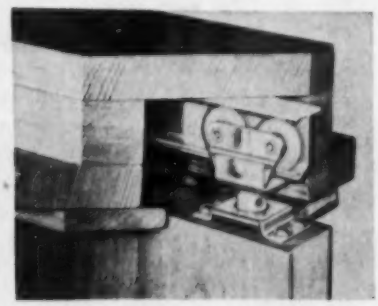
AB15355—NON-MORTISE HINGE—HILTON, BOOTH NO. 348—McKinney Mfg. Co., Dept. AB, 1715 Liverpool St., Pittsburgh 33, Pa. Non-mortise door hinge is said to make door hanging three times faster, reducing time from 49 minutes to 16. Only a screwdriver is necessary—chiseling and cutting of door and jamb are eliminated. Hinge is available in 3½ in. size in three finishes—dull brass plated, nickel plated and bonderized prime coat.



AB15350 — SHOWER RECEPTOR—SHERMAN, BOOTH 475—Fiat Metal Mfg. Co., Dept. AB, 9301 W. Belmont Ave., Franklin Park, Ill. Said to replace two trades in its installation compared to built-up shower floor, precast receptor has monolithic construction that eliminates leakage. Made in either artstone or terrazzo for showers with walls of tile or plaster, receptor has drain, removable strainers, tiling-in flange.



AB15354—PREFABRICATED CHIMNEY—HILTON, BOOTH NO. 23—Condensation Engineering Corp., Dept. AB, 2511 W. Potomac Ave., Chicago 51, Ill. Simulated brick finish now is available for the "Vitroliner" packaged chimney. Brick design is applied to metal housing at the factory by a special process. Vitreous enamel top is finished in gray. Basic design, construction and operation remain unchanged, according to the manufacturer.



AB15356—SLIDING DOOR HARDWARE—SHERMAN, BOOTH NO. 487—Acme Appliance Mfg. Co., Dept. AB, Pasadena, Calif. New series of top mount adjustable sliding door hardware has twin nylon wheels, self-aligning hangers, low headroom and a jump-proof extruded aluminum track. A special lock nut keeps hangers in permanent adjustment. Hardware will support doors weighing up to 100 pounds each, states the maker.



AB15366 — LIGHTED MERCURY SWITCH — HILTON, BOOTH 110—Construction Materials Div., General Electric Co., Dept. AB, Bridgeport, Conn. A new mercury switch with a lighted candle has been added to GE's mercury switch line. Tiny neon light in handle glows when switch is in "off" position, making it ideal for bathrooms, bedrooms, entranceways and children's rooms. Also used as "reverse" pilot light at head of basement stairs.



AB15385—AIR CONDITIONER FOR COUNTER-FLOW SYSTEMS—SHERMAN, BOOTHS 401-402—Carrier Corp., Dept. AB, Syracuse, N. Y. Latest Carrier Conversion Weathermaker is designed to convert down-flow forced warm air furnaces to year 'round air conditioning. Furnace is lifted few inches and small counterflow coil placed underneath. Furnace blower sends air downward. Illustration shows typical installation in basementless home.



AB15181 — REFLECTIVE INSULATION—SHERMAN, BOOTH 408—Infra Insulation Inc., Dept. AB, 525 Broadway, New York City. As illustrated above, you can actually feel your own body heat reflect from the surface of the new "Infra" edge to edge accordion aluminum insulation. It does the same thing to coal, oil or gas heat. Because of vapor barrier qualities, maker says insulation has almost zero permeability to vapor, warm and cold air.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

See them at the BUILDER'S SHOW!

(Space 315)

Incomparable I-XL

HARDWOOD KITCHENS

...the most Powerful Sales Magnet yet!

Whether you're in the building or remodeling business, nothing makes such a powerful sales point as luxurious natural hardwood kitchens. And with I-XL kitchens, the finished job looks like *so* much more for the money . . . without adding to your own costs. I-XL hardwood kitchens place *your* jobs a "cut above" the next fellow's —the result is more sales . . . more profits!



● I-XL Centennial Kitchens

● I-XL Birch-Lure Kitchens

● I-XL Lavanity Units

REMEMBER: RECENT SURVEYS SHOW THAT OVER 60% OF HOME BUYERS PREFER WOOD KITCHEN CABINETS (Please turn)

What a Sales Magnet







Folders • Handouts • Direct Mail Pieces • Display Material



What a Sales Opportunity!

Never Before! SUCH CUSTOM QUALITY AT PRODUCTION LINE PRICES

I-XL kitchens are production-line built—with resulting lower costs to you. But, the finished installation exceeds any job-built kitchen in both appearance and versatility. I-XL, with over 200 size and style cabinets, means that you can "tailor" each individual job.

Never Before! A STYLE FOR EVERY CUSTOMER

Whether your customers want modern or traditional or any step in between—there's an I-XL design to suit the most exacting requirements—Tawny-Birch Centennial cabinets for modern homes, Birch-Lure for traditional homes, Enamelure White cabinets to match appliances.

Never Before! SUCH POWERFUL ADVERTISING AND SALES AIDS

A hard-hitting, national advertising program spearheads I-XL's new promotional campaign . . . it will pre-sell I-XL as never before. *Extra* emphasis has been placed on literature and sales aids for your own use . . . makes I-XL kitchens easier than ever to sell to your prospects.

Never Before! SUCH ATTENTION TO YOUR NEEDS AND WANTS

An I-XL stocking distributor is no further away from you than your phone . . . you're assured prompt delivery. Scientific packaging means undamaged delivery, easier storing. And, I-XL provides a complete free kitchen planning service.

I-XL FURNITURE COMPANY, Goshen, Indiana

Please send me the name of my local I-XL distributor and more information on:

_____ I-XL Centennial Kitchens

_____ I-XL Birch-Lure and Enamelure Cabinets

_____ I-XL Lavanity Units

NAME _____

COMPANY NAME _____

TYPE OF BUSINESS _____

ADDRESS _____

CITY _____ ZONE ____ STATE _____

Action begins with this coupon!

Mail this coupon today . . . we'll send complete information on kitchen cabinets and Lavanity units, together with the name of your local I-XL distributor.

i-XL



NEW! NEW! NEW!
The Latest in Cabinet Colors
SEA MIST

Women Prefer: Centennial KITCHENS



For the CONTEMPORARY HOME

The last word in modern design. So deceptively simple that they look custom made throughout . . . yet, they're in open stock —at production-line prices.

HAND-RUBBED "Softone" TAWNY-BIRCH FINISH

No other wood tone so approaches the ideal of *one* finish that will blend well with everything. There's a distinction about this finish that will make even seasoned house-hunters stop and admire—and want them.

Look at a few of these
Sell-on-Sight

Centennial Custom Features



No exposed hardware—clean unbroken lines the length of the kitchen. Finger wells replace hardware—doors and drawers open, close at a gentle touch.



Lazy-Susan revolving shelves—A luxury touch! Corner cabinets with lazy-susan shelves bring every part of the cabinet in reach—take advantage of otherwise-lost space.



Solidly built throughout—Nail-less facings, ample use of cleats, dadoing and heavy corner blocks make for unexcelled sturdiness, rigidity . . . the result of I-XL's 100-plus years in the woodworking field.



Built-in breakfast bars—Continuous formica tops built to your exact specifications . . . extended beyond cabinets make custom breakfast bars—cap it off with end shelves for a "personality" touch.

REMEMBER: **RECENT SURVEYS SHOW THAT OVER 60% OF HOME BUYERS PREFER WOOD KITCHEN CABINETS** (Please turn)

Women Prefer: i-XL



Birch-lure KITCHENS

For *TRADITIONAL* HOMES

Traditional styling with a flair . . . an ideal cabinet for residential homes—with a decided built-in look about them. Old English Antique Hardware adds a touch of elegance that no woman can resist.

Rigid I-XL quality construction make them the most durable cabinets on the market . . . and the wide assortment of types and sizes mean that you can install kitchens *exactly* as requested by the customer.

Available in warm, natural birch finish or white enamel.

Willow Green

Citron Yellow

French Blue

Sandalwood

Choice of four decorator colors shown above, plus white or natural grain wood.



Available with or without Bowls, Formica Tops
Ample Storage Space—Sliding Trays Included

i-XL

Lavanity

Combination Lavatory, Vanity, Dressing Table, Storage Cabinet. For Bathroom, Bedroom, Powder Room, Dressing Room, Recreation Room.

The most *versatile* units in production today. Three basic units are stocked in five standard combinations. Factory will custom assemble any combinations of basic units to your specifications. They look like complete custom units, yet their price is based on production-line construction. You give your homes a touch of real luxury—without adding to the overall cost!

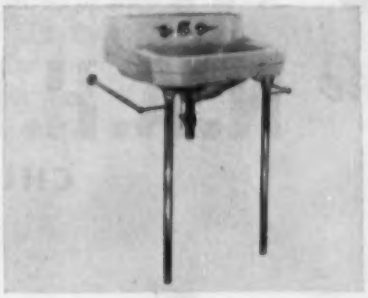
CUSTOM KITCHENS BY i-XL SINCE 1854

THE I-XL FURNITURE COMPANY, GOSHEN, INDIANA

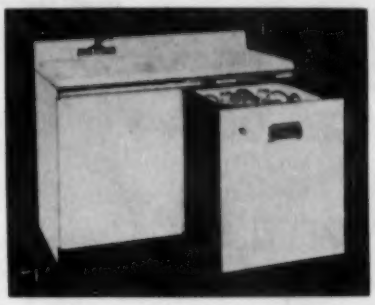
Over a century of woodworking experience



AB15028—BUILT-IN GAS COOKING UNITS — HILTON, BOOTH 249 — Caloric Stove Corp., Dept. AB, Topton, Pa. These range units offer functional cooking with limitless kitchen planning. Features include oven heat indicator, automatic oven clock control, automatic timer, controlled top burner heat, balanced oven door, observation pyrex window. The door ovens are available in color: white, yellow, blue, green, black, bright, and satin chrome.



AB15013—SHELF BACK LAVATORY — SHERMAN, BOOTH 517 — Gerber Plumbing Fixtures, Dept. AB, 232 North Clark St., Chicago, Ill. This lavatory, the Anthony, is 20x18 inches made of vitreous china. New features are a shelf back, two integral soap dishes, large bowl, and the modern lines. The unit is available in white, lagoon green, waterfall blue, and sunset tan. The manufacturer has other new additions to his 1955 line.



AB15363 — DISHWASHER SINK — HILTON, BOOTHS 347-348—General Electric Co., Dept. AB, Major Appliance Division, Appliance Park, Louisville 1, Ky. This built-in automatic pre-rinsing dishwasher pulls out like a drawer. It pre-rinses, washes and dries a family service for eight, or as many as 54 glasses, all at one time. G-E selective control provides completely automatic operation. Model SE-40M.



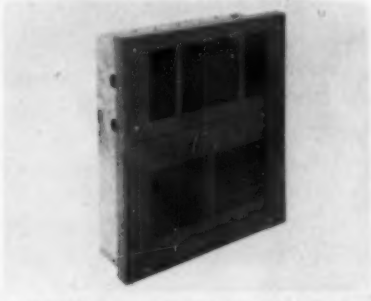
AB15364 — PRE-BUILT HOUSE — HILTON, BOOTH NO. 327 — Wadsworth, Inc., Dept. AB, 2949 Chrysler Rd., Kansas City, Kans. Shown are three of Wadsworth's basic wall sections: a 4-ft. modular window unit, 4-ft. blank or filler modular unit, and a 4-ft. door-rear assembly. Builders select the doors and windows desired for units. House also has pre-built truss units and modular units for interior.



AB15050 — BATHTUB WITH NEW DESIGN FEATURES — HILTON, BOOTHS 382-389—Ingersoll Products Div., Borg-Warner Corp., 310 S. Michigan, Chicago 4, Ill. New features of this tub are: a wide flat seat and hand grip running length of tub. Undertub bracing that allows tub to be set right on subfloor without special hangers. A high tiling-in flange on wall sides of tub that provides excellent seal between the tub and wall.



AB15002 — OVEN CLEANING SIMPLIFIED — HILTON, BOOTH 1 — Kelvinator Div., American Motors Corp., Dept. AB, Detroit, Michigan. This range now has an oven with disposable sides. Special racks in the range are fitted with precut sheets of aluminum foil. To clean, the housewife needs only to dispose of the old foil sheet and insert a new one. The bottom of the oven can be cleaned as conveniently as any kitchen utensil.



AB15341 — WATER HEATER (OR COOLER)—AIR CIRCULATOR—HILTON, BOOTHS 382-389 — Hydraline Products Div., Borg-Warner Corp., Dept. AB, 18538 Mack Ave., Detroit, Mich. Hydraline combines in one system desirable features of two different systems: gentle forced water heating (or cooling) and filtered air circulation. One piping system does both jobs. Basic unit pictured measures 14"x17-¾"x4-¾", fits flush to wall between standard studding.



AB15344 — REMOVABLE WINDOW UNIT — SHERMAN, BOOTH 545 — The Silcrest Co., 100 Thomas St., Dept. AB, Wausau, Wis. Called the Crestline removable window unit, this new double-hung window features flat overhead balances and a patented weatherstrip that holds sash firmly against jambs; is automatically self-adjusting for any expansion or contraction of frame or sash due to damp weather. Sash "roll out" by squeezing with one hand against left jamb.



AB15337—SASH BALANCE—SHERMAN, BOOTH 518—Unique Balance Co., Inc., Dept. AB, 25 Bruckner Blvd., New York 54, N.Y. This sash balance functions as a perfect balancing device, complete within itself, and maintains a true balance at any point in the run of the sash. It utilizes a basic mechanical principle which assures the constant flow of power back and forth between the balance and sash. A complete set of four balances comes in each package.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

See Them ALL at the N.A.H.B. SHOW

CHICAGO



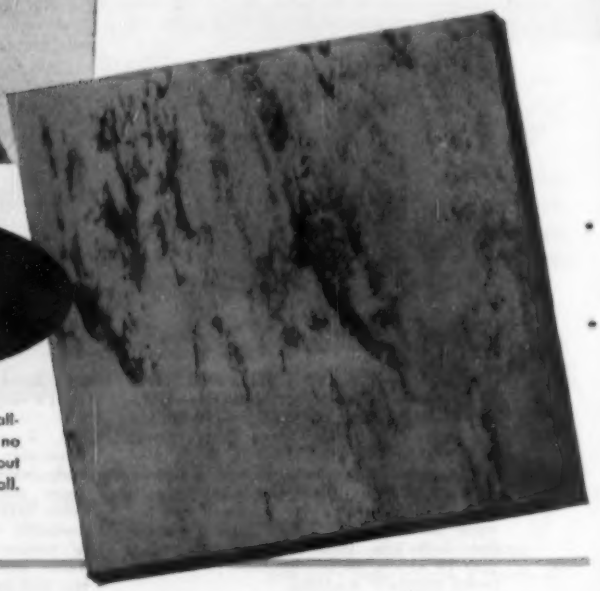
HAKO Asphalt Tile "FLOORING"

Rich, warm colors . . . plain or marbleized. Downright durability combined with inexpensive luxury. Easy to install.



HAKO Parquetry "FLOOR TILE"

Hardwood appearance at low cost. Four beautiful shades to choose from — maple, light oak, walnut and natural. It's easy to install and will add distinction to any home or office.



HAKO Vinylflex PLASTIC FLOOR TILE

Practicality and beauty are built into this all-purpose vinyl floor tile. VINYLFLEX has no felt backing . . . color extends throughout the entire thickness. Inexpensive to install.

HAKO ADHESIVES



- No. 500 for PLASTIC WALL TILE
- No. 501 for VINYL WALL TILE
- No. 600 for CERAMIC TILE CEMENT
- No. 601 for METAL TILE
- No. 602 for RUBBER FLOOR TILE and VINYL FLOOR TILE
- No. 700 for ACOUSTIC TILE
- No. 701 for TILEBOARD
- No. 702 for COVE BASE
- No. 800 for LAMINATE CEMENT
- No. 801 — LAMINATE ADHESIVE SOLVENT

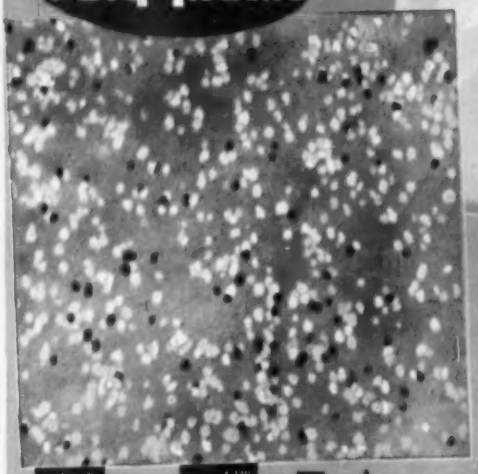
REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Be sure to stop in at the HAKO Booth 604, and get a free four color postcard to mail to your loved ones at home.

HAKO VINYL Poly-krome

HAKO Poly-krome is now available in vinyl as well as asphalt with a brand new beauty, vivid colors and matchless quality. Long-lasting and durable, yet inexpensive to install.

HAKO ASPHALT Poly-krome



HAKO Coronet "CARRARA"



8½" HAKO Wall Tile. Cuts actual installing time in half. A "giant", not only in size but also in tile color and beauty.

HAKO Coronet "DUKE"



4¼" HAKO Wall Tile, with all the features and decor colors to please the most discriminating.

HAKO Coronet "REGAL"

4¼" HAKO Wall Tile for the budget buyer. Has the famous CORONET cushion bevel. Color styled to please every housewife.

HAKO

HEADQUARTERS—BOOTH 604
Hotel Sherman

BUILDERS...be sure to see them all... the greatest WALL and FLOOR TILE LINE ever

HAKO

Don't fail to see them all . . . Hachmeister-Inc. wall and floor tile products . . . at this year's National Association of Home Builders Show. Used by outstanding builders everywhere. HAKO wall and floor tiles are inexpensive, yet durable. The economy of installation, the warm and gay color range and the desirable properties of HAKO tile will withstand the punishment of any growing family in any section of the country. Be sure to visit the Hachmeister trained representatives at Booth 604. They will welcome you . . . demonstrate each product to you . . . and show you how HAKO tiles can reduce your building costs.



Again this year, Joe Rihn will be giving continuous demonstrations on how easy it is to install HAKO floor and wall tile in Booth 604.

HACHMEISTER-INC.
Pittsburgh 30, Pa.
Dept. AB1-55

☐ Please send me free information on HAKO floor tile, wall tile and adhesives

☐ I would like to see your representative

Name.....

Address.....

City..... Zone.... State.....

POLYSTYRENE PLASTIC P WALL TILE

SINCE 1903

HACHMEISTER-INC.

PITTSBURGH 30, PA.

National Association HOME BUILDERS Annual EXPOSITION Chicago January 16-20 1955



FIR PANEL DOORS

Style for today—in beauty that lasts

Fir panel doors with their beautiful proportions, dramatic shadow accents and picture frame moldings are a perfect medium in the contemporary demand for color and texture. They're equally graceful in settings of traditional conservatism and the frank warmth of modern architecture.



Doors made like fine furniture

Fir panel doors *have to be* carefully made—because there is no hidden construction. Every beautifully fitted joint, every framing member is exposed to view. Every stage of construction—much of it by hand—must be flawless. Dowels and glue, frame and panels are permanently welded together by presses, make a strong, rigid unit that won't come apart, won't warp or "fall down."

Dependability—and cost—that make friends

The tradition of skilled craftsmen using only select, straight-grain, old growth Douglas fir heartwood to make fir panel doors has built a reputation for dependability . . . a reputation that carries over to the builder who uses them. Only the most critically inspected doors carry the FDI hallmark—your guarantee that the door meets rigid industry and U.S. Commercial Standards. Cost? Still dollars less than most good quality doors on the market.

FREE DOOR DECORATOR GUIDE

45 combinations show how to make exciting decorator pieces with fir panel doors and House & Garden's 1955 colors.

Wide selection for any house door needs

The fir door catalog lists 68 interior, entrance, garage and specialty doors. To build your reputation for quality—specify FDI hallmarked fir panel doors, inside, outside.

SEE YOUR DEALER OR WRITE FIR DOOR INSTITUTE, TACOMA 2, WASH.

Here's YOUR Chance to Get the Facts . . .

DON'T MISS BOOTH 244 CONRAD HILTON HOTEL



SEE SONOAIRDUCT.

PAT. APP. FOR

FIBRE DUCT

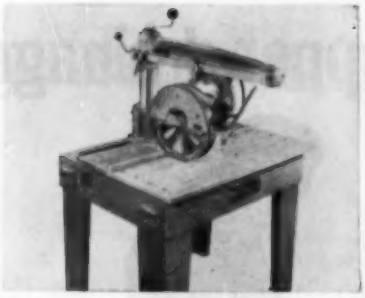


BOOTH 244
CONRAD HILTON HOTEL

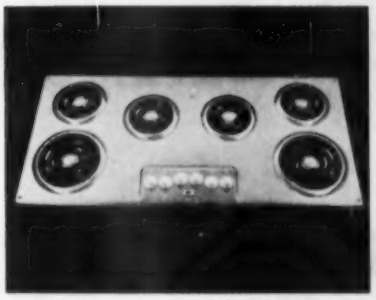
See the revolutionary, cost-cutting SONOAIRDUCT Fibre Duct for yourself. Here is labor-saving duct that has been used and approved by builders everywhere. One type for SLAB FLOOR gas and oil fired warm air systems—another type for crawl, basement and attic space installation! 27 sizes, 2″ to 36″ I.D., up to 50′ long—can be sawed. Facts and figures await you at our NAHB booth—come in!

See our Sweet's Catalog or write—

SONOCO PRODUCTS COMPANY
Construction Products Division
LOS ANGELES, CAL. — HARTSVILLE, S. C. — MAIN PLANT — MONTCLAIR, N. J.
AKRON, IND. — BRANTFORD, ONT.



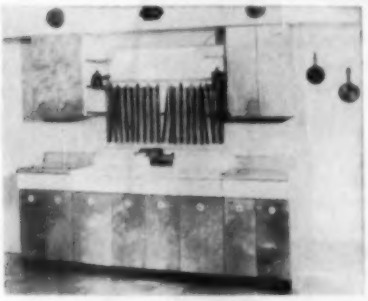
AB15381 — RADIAL ARM MULTI-PURPOSE MACHINE — HILTON, BOOTH 157; SHERMAN, BOOTH 586—DeWalt Inc., Dept. AB, Lancaster, Pa. Called GWI, DeWalt's latest machine is equipped with a motor that will develop 1½ h.p. and is provided with voltage-change switch for use with 115 or 230 volt, single phase current. With 10-in. blade (standard) unit's cutoff capacity of 1-in. material is 16 in. Maximum depth of cut is 3 in.



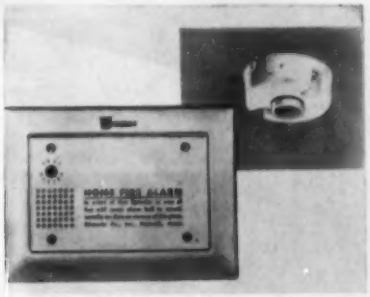
AB15334 — BUILT-IN ELECTRIC RANGE—SHERMAN, BOOTHS 515-516—Norris-Thermador Corp., 5215 S. Boyle Ave., Dept. AB, Los Angeles, 58, Calif. This 6-unit built-in electric range, latest addition to the Thermador range line is but one of 12 cooking units to be featured at the NAHB Exposition. A stainless steel fan-type heater for the kitchen, as well as 11 in. and 14 in. ventilating fans will also be shown for the first time.



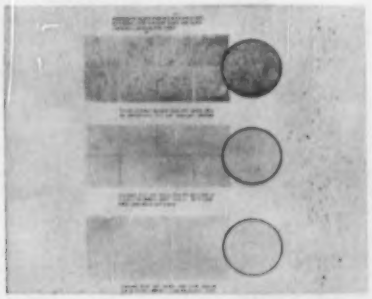
AB15100 — HEATING-COOLING PACKAGE—HILTON, BOOTH 98—Air Conditioning Div., General Electric Co., Dept. AB, 5 Lawrence St., Bloomfield, N. J. Single gas- or oil-fired downflow unit occupies only 6 sq. ft., provides 60,000 to 150,000 Btus, 1½, 2, 2½, 3 ton cooling capacity. Water or air-cooled condensers make unit applicable anywhere. Package is especially suited for slab-type or crawl space houses.



AB15034 — BIRCH DOOR STEEL CABINETS — HILTON, BOOTH 2—American Kitchens, Division of AVCO Manufacturing Corp., Dept. AB, Connersville, Indiana. This firm now features in their pioneer line steel cabinets with birch wood doors. Drawer fronts for the kitchen cabinets are available in white or copper toned color. The newly styled line costs little more than standard steel units. Counter tops are vinyl.



AB15017—HOME FIRE ALARM—HILTON, BOOTH 349—The Edwards Company, Dept. AB, Norwalk, Conn. A low-cost, easily installed fire alarm system has been designed especially for new home construction. A distinctive sounding bell fitted flush into the wall of the master bedroom or hallway warns family in case of emergencies. Thermo-couple detectors actuate the system. Unit has test button to insure its operation.



AB15005 — PAINT FOR INTERIOR BLOCK WALLS—SHERMAN, BOOTH 504—Luminall Paint Div., Dept. AB, National Chemical and Mfg. Co., 3617 South May St., Chicago 9, Ill. Manufacturer claims a 5.5 cents a square foot cost for one coat coverage on aggregate block. The mixture is a finely powdered marble base paint with a concentrated latex alkyd-resin paint. The technique of painting bridges the voids in the block in one coat.



AB15141 — ATTIC FAN — HILTON, BOOTH, 178—Hunter Fan & Ventilating Co., Dept. AB, 400 S. Front St., Memphis 2, Tenn. Designed for low-roof homes, this fan exhausts vertically and requires only 18-in. to 26-in. attic clearance. The fan rests on a rubber air-seal cushion, does not need bolts or screws to hold it in place. Shutter opens and closes automatically as fan is turned on or off.



AB15016—66-INCH SINK—HILTON, BOOTHS 40-42—Eljer Company, Dept. AB, Ford City, Pa. This concern will feature a 66x25-inch deluxe formed steel sink and cabinet combination. The unit is preassembled at the factory. All the plumber need do is connect supply and waste lines. It is furnished with or without diverter spray. The deck faucet is of Eljer's own manufacture and parts are renewable.



AB15150—3-IN-1 ALUMINUM WINDOW—HILTON, BOOTHS 106-107—Ceco Steel Products Corp., Dept. AB, 5601 W. 26th St., Chicago 50, Ill. The Ceco-Sterling 3-in-1 aluminum window is comprised of a series 50-B prime window and a combination storm and screen unit attached directly to the prime window after installation. Prime window is a one-piece welded unit. Shipped assembled.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

Do you realize the savings copper drainage



LIGHTWEIGHT PERMITS PRE-ASSEMBLY. ANACONDA Type M Copper Tubes permit more pre-assembly work at the shop. Even large units can be handled easily. A copper tube and fittings installation weighs about ¼ as much as ferrous materials.



FAST, EASY-TO-MAKE JOINTS. Solder-type fittings save hours. No threading, no pouring and caulking.

EASY TO HANDLE. In 3" diameter, a 20' length of ANACONDA Type M Copper Tube weighs only 54 lb. Lightweight makes them easy to handle, assemble and hang. Contractors can rough in faster with copper tube and soldered fittings than with heavy pipe and threaded or caulked connections.



LONG LENGTHS ELIMINATE MANY JOINTS. ANACONDA Type M Copper Tubes come in standard 20' lengths. This saves contractors' time and fittings when long runs are required.

systems can give you?

If you have never specified a drainage system in copper, ask your plumber to use ANACONDA Copper Tubes and Fittings for your next job and compare time and costs.

Shop fabrication of stack, waste and vent sections . . . ease of making solder connections . . . use of standard 20'-lengths for long runs . . . elimination of wide plumbing walls or "build-outs" — all add up to savings you can pass on to your prospects.

Many builders know what many plumbing contractors have proved: that soil, waste and vent lines of ANACONDA Copper Tubes and Fittings can cost *less*. Here are just 3 examples. (Names and addresses furnished on request.)

●**CASE A.** Plumbing Contractor "A" bid an "all-copper" job for a housing development—water and drainage lines. His bid was 10% lower than other bids based on copper for water pipe only.

●**CASE B.** Contractor "B" was awarded a job on a small-size house. Before he started, the owner changed the specification to copper. When the job was completed, he figured he had saved $19.01 over a comparable installation of ferrous pipe.

●**CASE C.** Contractor "C's" figures show that on his first copper drainage system he cut installation time ⅓, compared with similar size jobs using heavy wrought or cast piping.

In addition to installation savings, the use of nationally known ANACONDA Copper Tubes and Fittings adds to the salability of your homes. Your prospects know and respect copper's quality and freedom from maintenance.

Send for your free copy of "Copper Tube Drainage Systems." This booklet gives all the information you need on tubes, fittings and their installation. Fill in and mail coupon below. 6413

Advantages of copper tubes and cast bronze solder type drainage fittings for soil, waste and vent lines

- big savings in installation time and costs
- economies effected by pre-assembly work done in the shop or on the jobsite
- carpentry savings
- mark of quality construction

ANACONDA®

COPPER TUBES

Available through plumbing wholesalers



SAVES CARPENTRY AND SPACE. A 3" copper tube stack with fittings fits inside a 4" partition. Trim copper tube and compact fittings give greater freedom of placement . . . reduce cutting of studs and joists. No need to plan for wide plumbing walls or build-outs.



FREE BOOKLET!

The American Brass Company, Waterbury 20, Conn.

(In Canada: Anaconda American Brass Ltd., New Toronto, Ont.)

Please send me free booklet, "Copper Tube Drainage Systems," which shows how to cut costs with copper.

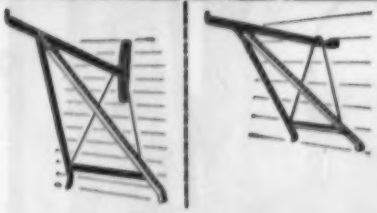
NAME _____
(PLEASE PRINT)

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____





These Brackets Cut Erection Time

You can install "Trouble Saver"® Scaffold Brackets faster than it takes to build a make-shift wooden scaffold. And once they're up, you know you've got a level and positively secure footing. Light and easy to manage, yet sturdily built of rail steel to provide a safe working platform. "Trouble Saver" Scaffold Brackets are a sound investment because they save time and materials every time they're used.

Available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments.



ONE-MAN LADDER JACK
Adjusts to any pitch on either side of ladder.



RAIL-TYPE LADDER JACK
Uses side rails of ladder for extra-safety.

Write for complete information on all "Trouble Saver" Scaffolding Accessories.

THE STEEL SCAFFOLDING CO., INC.

856 Humboldt St., Brooklyn 22, New York
Dept. AB, Telephone: Evergreen 3-5510



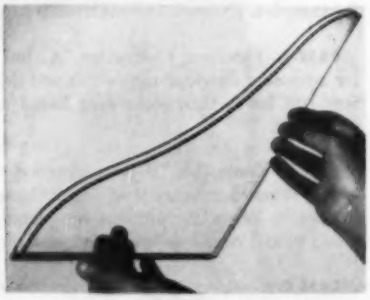
AB15025—BIRCH CABINETS—HILTON, BOOTH 175—Colonial Products Co., Dept. AB, Dallastown, Pa. This stock line of birch kitchen cabinets features a hand rubbed furniture finish. The cabinets have recessed doors and drawer pulls. The units have hollow door construction and are guaranteed for five years against any defect in workmanship and material. More than 150 styles and sizes are included in the manufacturer's line.



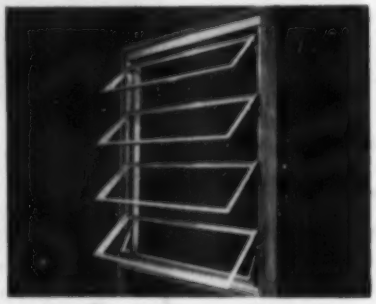
AB15037 — PACKAGED PICTURE WINDOWS — SHERMAN, BOOTHS 569, 570, 536—Andersen Corporation, Dept. AB, Bayport, Minn. This company will feature a factory assembled and packaged picture window unit in three sizes. Known as the Flexiview, the units offer a wide choice of flexibility when used with the company's Flexivent units. Flexiview units are available in 3 foot, 5 inch; 3 foot, 8 inch; and 4 foot, 1 inch widths.



AB15024 — VARIEGATED CORK TILE—SHERMAN, BOOTH 420-421—Congoleum-Nairn Incorporated, Dept. AB, Kearny, N. J. Gold Seal Cork Tile is manufactured in three shades, light, medium and dark. The three can be used in a random installation giving an interesting effect. The standard package has only the light shade. The tiles are available in two gauges, ⅛-inch and 3/16-inch, and in five sizes.



AB15004 — WELDED INSULATING GLASS—HILTON, BOOTHS 28-29—Libbey-Owens-Ford Glass Co., Dept. AB, Toledo 3, Ohio. Smooth edge glass weld of the new glass sealed Thermopane is shown in a cutaway corner section. Two sheets of double strength window glass are separated by a 3/16-inch blanket of dry air. The edges are welded into units which may be set into the window frame as though it were a single strength piece of glass.



AB15347 — AWNING WINDOW — SHERMAN — BOOTHS 412-413 — Arnold Products Sales Corp., Dept. AB, 6700 N.W. 36th Ave., Miami, Fla. Free from projecting hooks or lugs, unit has operating mechanism that glides on friction-free nylon bearings. These act as fulcrums to close vents tight at the bottom with no destructive wear at hinge points, maker says. Operating hardware is concealed from sight yet parts are readily accessible for lubrication.



AB15386 — COMBINATION ENTRANCE DOORS — SHERMAN, BOOTHS 571-572—Farley & Loetscher Mfg. Co., Dept. AB, Dubuque, Iowa. This newly styled entrance combination features a 3-light "Spotlight" entrance door and a matching 3-light "Spotlight" convertible. The convertible easily changes from a summer or winter door by removal or installation of glass panels. Heavy raised mouldings give deep shadow lines to both doors, creating decorative entrance.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229



Is "look-alike" styling slowing your sales?

Vary the Front Door Hardware with CORBIN®

Don't risk lost sales because of a style detail. Vary the front door hardware! Give each door its own distinctive look of charm and grace. It's both easy and economical with Corbin locks and trim hardware. You can alternate three Corbin lines of locks to achieve varying effects. Yet *all* the cylinders can be keyed into ONE unified locking system . . . keyed alike or master keyed.

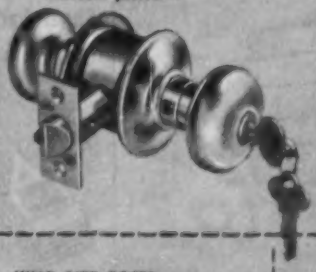
For example, use Corbin *Defender* or *Guardian* Cylindrical locks on the back doors and interior doors for greatest economy . . . use a Montgomery Sectional Handle Mortise type lock set on one front door . . . a Plymouth on another . . . King size roses in 5 designs and 2 sizes allow you to continue with interesting variations of cylindrical locks.

VISIT US AT N. A. H. B. CONVENTION, JAN. 16-20
Booth 488, Sherman Hotel, Chicago

CORBIN *Guardian*
Cylindrical Lock Sets
Residential-duty . . .
lowest priced



CORBIN *Defender*
Cylindrical Lock Sets
Standard Duty . . .
medium priced



MONTGOMERY — PLYMOUTH

Sectional Handle designs for use with mortise type locks



ACCESSORY FRONT DOOR HARDWARE

123 House numbers

Letter drop plates



Door knockers

Push Buttons



AUXILIARY FRONT DOOR HANDLE

for use with *Guardian* Locks



KING SIZE ROSES

for use with *Defender* Locks



NEW DESIGNS

Defender Locks



Crestwood



Windsor

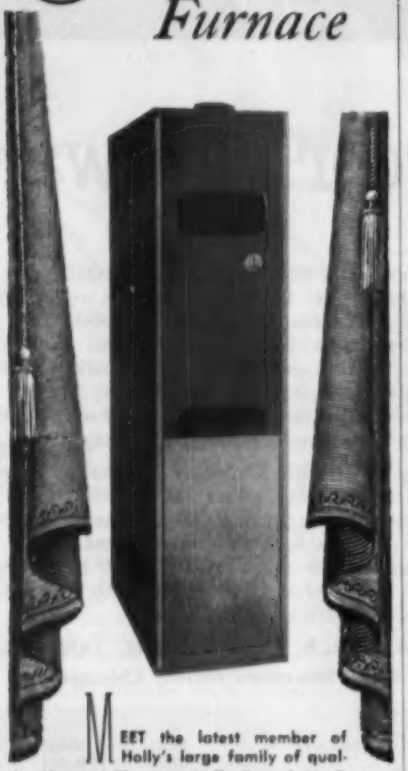
CORBIN
The World's most widely used BUILDERS' HARDWARE

P&F CORBIN Division
The American Hardware Corporation
New Britain, Connecticut

HOLLY

expands line with New

FORCED AIR *Furnace*



MEET the latest member of Holly's large family of quality Heaters! The new Holly Forced Air Furnace . . . the result of years of research and pioneering in the forced air field . . . is engineered to provide—

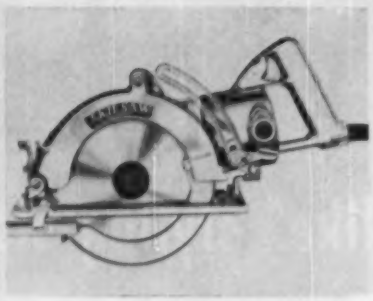
- ★ Compactness and low height for easy installation anywhere with "zero" clearance.
- ★ Quiet, automatic performance.
- ★ Maximum heat without baffles.
- ★ "Even-fire" burner . . . Oversize blower.
- ★ Modern styling . . . 75M, 105M BTU input.

Phone your Holly Dealer in yellow book, or mail coupon now.

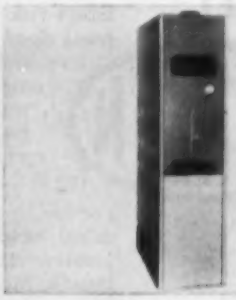


All Holly Heaters are AGA approved for use with natural, manufactured or L.P. gas under Central Heating Requirements.

HOLLY MANUFACTURING CO.
885 S. Arroyo Pkwy., Pasadena 2, Calif.
Please send full facts about the new Holly Forced Air Furnaces.
Name.....
Address.....
City.....Zone.....State.....



AB15131 — SKILSAW — SHERMAN, BOOTH 587—Skil Corp., Dept. AB, 5033 Elston Ave., Chicago 30, Ill. The new Skilsaw 825, with 8¼-in. blade, has speed boosted 34 per cent to 4,000 r.p.m. and weight reduced to 16½ pounds. Depth of cut is 2⅝-in. The saw bevel cuts rough lumber at 45 degrees. Easily cuts 2-in. rough lumber, wet or dry. Price is $134.



AB15108—FORCED AIR FURNACE —HILTON, BOOTH 211—Holly Mfg. Co., Dept. AB, 875 S. Arroyo Pkwy., Pasadena 2, Calif. Maker of "NarrowWall" recessed wall heaters and stubby floor furnaces has added forced air furnace line. Features include "Turbulizer" heat exchanger designed to obtain maximum heat transfer without the use of baffles, and floating yoke suspension which permits expansion and contraction free of noises.



AB15021 — ALUMINUM AWNING WINDOW—SHERMAN, BOOTH 443—Denison Corp., Dept. AB, 1890 N.E. 146th St. North Miami, Fla. New aluminum awning windows feature triple geared operating mechanism for ease of operation. Center operator delivers equallized power to each awning unit, eliminating corner operation and installation problems. Complete weather stripping plus double metal to metal contact on jamb, sill, and meeting rails assure a perfect weather tight seal.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

EASY, PROVEN WAY to PERMANENTLY BOND CONCRETE TO CONCRETE

WELD-CRETE®

Weld-Crete is the amazing liquid bonding agent which enables you to *permanently* bond new concrete *directly* to old concrete . . . or to most any other structurally sound surface . . . *without need for costly, time-consuming chipping, drilling, roughening, acid washing or scarifying of concrete base.*

Weld-Crete has equal bonding permanence all climates, all surfaces, all sorts of conditions. When used with quick setting cement topping you can lay new floors, ramps, driveways, etc. one day and run heavy truck traffic over them the next. Get facts from your building materials supply dealer or write Larsen Products Corp., Box 5756-F, Bethesda, Md.

TYPICAL **WELD-CRETE** APPLICATION



National Brick Co., Terra Cotta, D. C.

Here Weld-Crete was used to bond new ¾" concrete topping directly to old, badly chipped and spalled floor slab which had been subjected to ceaseless heavy truck traffic. Plant shut-down time eliminated as Weld-Crete enabled National's own mechanics to do job over week end.

Red Devil WOOD SCRAPERS

Longer handles for Easier handling

Supersharp Blades Cut Waste Motion



Finest carbon steel blades are instantly replaceable. Push in new blade—old one slides out easily. Stock genuine Red Devil Blades for replacement.

7070 #CS-1 carbide tipped

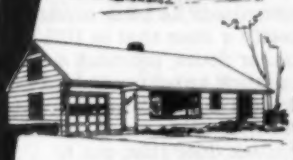
A Product of **Red Devil Tools**
IRVINGTON 11, N. J., U. S. A.

Look how MUCH MORE you get...

NEW FORD RANCHER



New outside!



. . . longer, lower modern lines; 3 new exterior finishes, striated plywood, vertical battens, clapboard or combinations; wider overhangs; rancher or expandable attic!



New inside!

. . . new, luxurious interior appointments, higher ceilings, factory-finished flooring, flush doors, brass hardware, and many, many more!

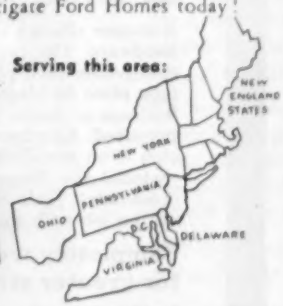
Under roof in one day

Ford Factory-Built Homes *guarantee* you profits, because Ford Homes are under roof in 1 day; and you can build the year 'round—in any kind of weather! Remember, your customers have a choice of over 50 basic Ford Homes models—modern or conventional. Each can be individually detailed. Ford Homes are easily financed for FHA or VA loans. Investigate Ford Homes today!

Write for New free catalog!



Serving this area:





Ford FACTORY-BUILT HOMES

Manufactured by Ivon R. Ford, Inc., McDonough, N.Y.

STAINLESS STEEL SINKS

make it easier to sell today's modern homes



Home builders discover it costs no more to equip kitchens with Carlton Sinks of Stainless Steel than with ordinary cast-iron sinks

Today the swing is to Stainless Steel. And builders coast to coast are turning to Carlton for the best in sinks of Stainless Steel.

Here are some of the reasons. Carlton's exclusive, new "sparkle" finish is not only unmatched for beauty but actually *improves with use!* Vibration of garbage disposal units cannot harm sink or finish. Each bowl seamlessly stamped from one piece of 18-8 Stainless Steel. No seams or crevices. Each sink undercoated with sound-deadening material. Narrow wall between twin bowl reduces splash when faucet is switched and increases water capacity. Twin bowls weigh only 17 pounds—easily installed by one man.

No matter whether you are building one home or a hundred, learn how you can give your kitchens the glamour of stainless steel *at the cost of cast-iron!* The coupon brings detailed information . . . including an illustrated catalog and specifications. Attach to your letterhead and mail today.

Don't miss BOOTH 368 CONRAD HILTON HOTEL

When you are in Chicago for the National Home Builders Show, January 16th to 20th, we'll appreciate your stopping at the Carlton booth in the Conrad Hilton Hotel. *Seeing* our Stainless Steel Sinks is a lot more important than just *reading* about them!

Sink Division

CARROLLTON MANUFACTURING CO.

CARROLLTON, OHIO

Sink Division
Carrollton Manufacturing Co.
Carrollton, Ohio

Please send folder that shows photographs of Carlton Sinks and specifications.

Company Name _____

Address _____

City _____ **Zone** _____ **State** _____

Attention of _____



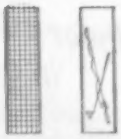
The first new...all-new "Custom" door at standard prices

An outstanding example of the "Kawneer Touch" . . . the new all-welded aluminum door can be "customized" to your needs. Now you can specify a door that is 10% stronger than similar doors, provides a clean, seamless, eye-appealing appearance, and features interchangeable hardware . . . yet the cost compares with other standard doors. Here is the only stock door that can be styled to any type of store. Learn all about it now. See your Kawneer dealer or write Kawneer, Niles, Michigan.

Now! —identification hardware "individually designed"



Style "M": Cosmopolitan hardware for double-acting doors.



Style "B": Coronet "Pull Handle" ideal for symbol.



Style "B": Coronet "Push Bar" provides length for full name.

Kawneer offers a choice of four different styles of hardware. The two styles shown have interchangeable face plates. If you wish a face plate to identify any type of business or name, all you do is have artwork prepared. Kawneer will laminate it in plastic, etch it on aluminum, or produce it on any material you desire and in any color. The cross-hatch plate is then merely replaced right on the job with the new design.

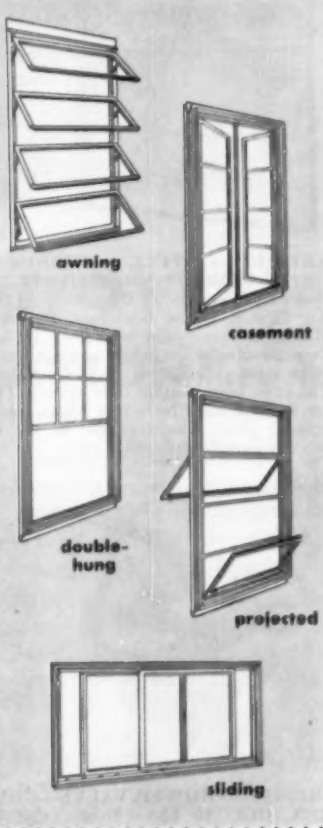
Completely welded construction for greater strength—lower cost

- 10% stronger than most doors
- New "deep-weld" penetrates metal 100%
- Hairline joints and unblemished finish for attractive appearance
- No exposed, unsightly screws
- Seamless tubular frame construction
- Long lasting beautiful alumilite finish



The TOUCH of QUALITY that sells houses





Quality Approved ALUMINUM WINDOWS

Today, *Quality* is more important than ever in selling a new house. No longer will home buyers, FHA officials and mortgage bankers accept just any kind of workmanship, any kind of materials in new houses. They want *QUALITY!*

And when it comes to windows, your best bet is "Quality-Approved" aluminum windows—windows that have been designed and constructed to meet recognized quality by a well-recognized, independent laboratory for quality of materials, for construction, for strength of sections and for minimum air infiltration.

To make your houses more saleable, give them the magic "touch of quality." Include "Quality-Approved" aluminum windows (awning, casement, double-hung, projected or sliding), complete with screens and storm sash as part of a complete single-package mortgage. You'll be glad if you do.

For additional information, consult Sweet's or any of the manufacturers listed below, or write direct to Dept. AB-51.

Aluminum Window Manufacturers Association
74 Trinity Place, New York 6, N. Y.



MEMBERS: Alcasco Products, Inc., Muskegon, Mich. • Aluminum Home Products Co., Knoxville, Tenn. • The Wm. Bayley Co., Springfield, Ohio • Case Steel Products Corp. (Sterling Aluminum Window Division), Chicago, Ill. • Cupples Products Corp., St. Louis, Mo. • Fentron Industries, Inc., Seattle, Wash. • Michael Flynn Mfg. Co., Philadelphia, Pa. • General Bronze Corp., Garden City, N. Y. • Hunter Mfg. Corp., Bristol, Pa. • Metal Arts Mfg. Co., Inc., Atlanta, Ga. • Reynolds Metals Co. (Parts Division), Louisville, Ky. • J. S. Thorn Co., Philadelphia, Pa. • Universal Window Co., Berkeley, Calif. • Ware Laboratories, Inc., Miami, Fla. • Windalume Corp., Kenvil, N. J.

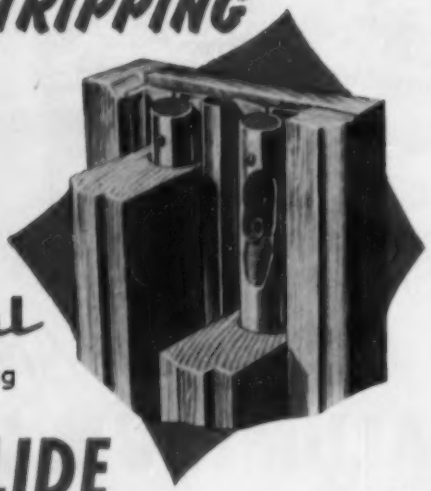
EFFICIENT AIR CONDITIONING DEMANDS THE BEST WEATHERSTRIPPING

That's Why More Builders Specify Hettinger's Famous

Triple Seal

Metal Weatherstripping with

SILENT GLIDE



The Only Sash Balance On the Market That Absolutely Stops Window Operation Noise



Triple Seal metal weatherstripping seals out drafts—winter or summer—and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your Buyers plan to install air conditioning—combine Triple Seal Metal Weatherstripping and Silent Glide—the balance that goes up and down at a touch—*quietly.*

One piece side channel seals each sash at 4 points.

Easy installation and the unit package (everything for one window in one package) saves you time and money on the job. No material losses.



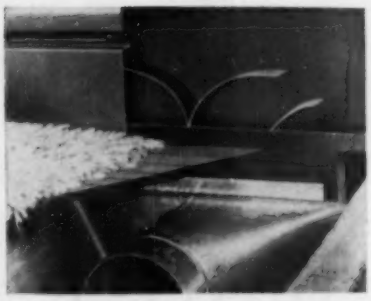
Ask Your Dealer About Triple Seal Or Write Direct

HETTINGER'S

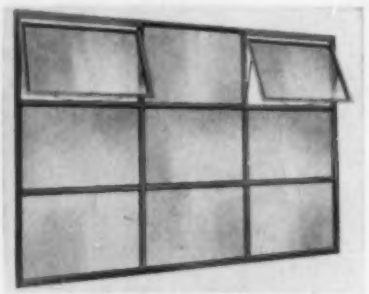
Triple Seal

PATENT NO. 2172580

Weatherproof Products Corp. **P. O. Box 8498, Kansas City, Mo.**



AB15149 — BASEBOARD HEATING —HILTON, BOOTH NO. 326—Berger Furnace Corp., Dept. AB, 4th and Main Sts., Belle Vernon, Pa. The Perim-A-Base warm air baseboard heating system combines the advantages of warm air heat and radiant heat. Warm air in the baseboard panel causes the panel to give off radiant heat. The system is adaptable to summer cooling without expensive additions.

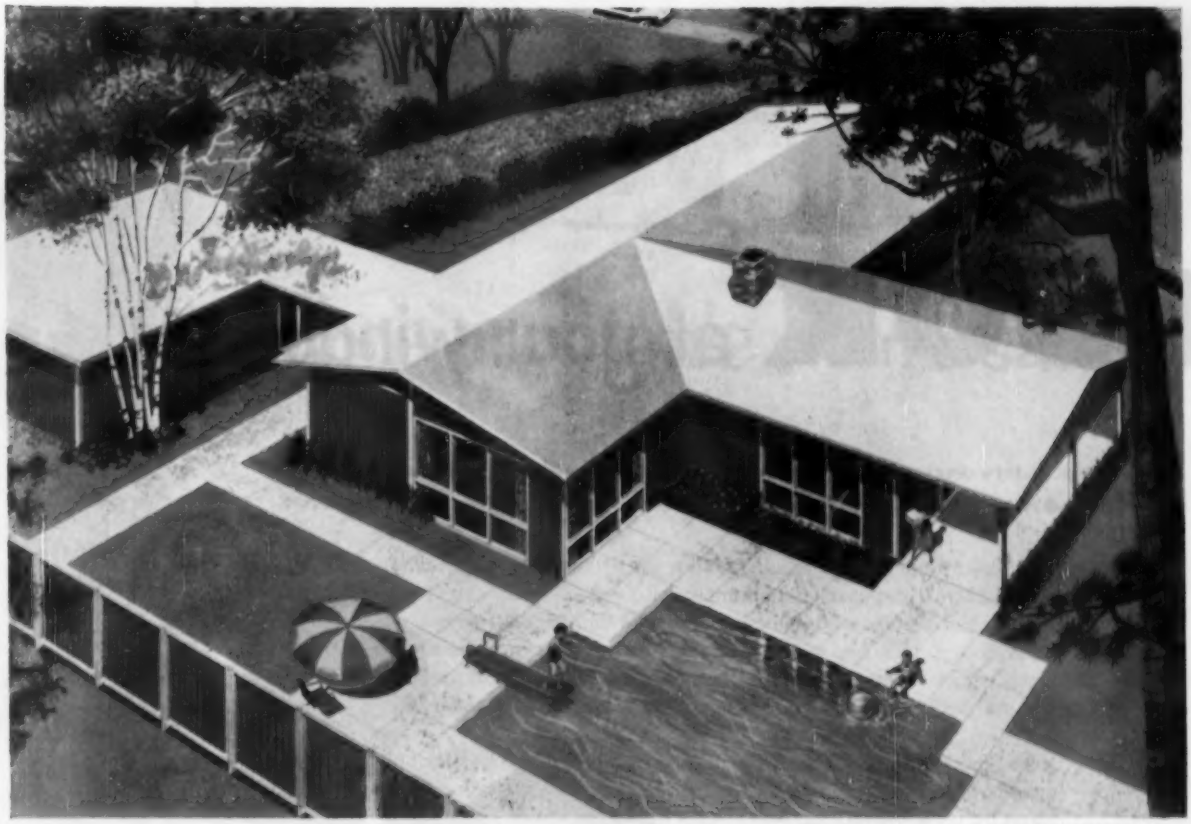


AB15019 — STEEL WINDOWALL UNITS—HILTON, BOOTH 72-73—Fenestra, Detroit Steel Products Co., Dept. AB, 2250 E. Grand Boulevard, Detroit 11, Michigan. These solid hot rolled, 1¼-inch-deep intermediate window sections provide extra strength required for large opening. The units have weather tight closing. There are 9 stock sizes for either regular or insulating glass. Also available for the windows is outside and inside trim.



AB15059—SHOWER VALVE—SHERMAN, BOOTH 553—Moen Valve Co., Div. of Ravenna Metal Products, Dept. AB, 6518 Ravenna Ave., Seattle 5, Wash. Model 20B controls temperature and volume with single handle and valve. Unit has no bib washers. User can pre-select water temperature; change volume, turn it on and off, without affecting temperature. Available single, in tub and shower sets with semi-automatic or manual diverters.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



The Greenbriar "Custom-Line." Luxurious 3-bedroom, 2-bath National home.

PROFIT in a "PACKAGE" for NATIONAL HOMES BUILDER-DEALERS

Alluring value! Exciting design! National Homes' all-new line for 1955 presents Builder-Dealers with a quality house for each segment of their market, at prices from $6,000 to $40,000.

PRE-SOLD HOMES . . . KEY TO LARGER PROFIT!
Millions of our full-color, power-packed messages appear in principal magazines including LIFE. They bring thousands of prospective home buyers to National Homes Builder-Dealers. Then National's lowest possible price-per-house closes most sales. Thus alert conventional builders treble their income by becoming National Homes Builder-Dealers.

National Homes offers Builder-Dealers much more than just a "packaged" house. Our franchised dealers receive **with** the house: Interim and final financing through National Homes Acceptance Corporation . . . assistance in land acquisition, and land planning by experts . . . designs by a world-famous architect . . . color styling by a noted authority . . . complete house from a single source — no warehousing, no inventory, less invested capital required.

National Homes' pre-sold house "package" is **the** profit maker you need for larger earnings now and for years to come. Write, today, for franchise details!

NATIONAL HOMES CORPORATION
Lafayette, Ind. • Horseheads, N.Y.

© N. H. C. 1955

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY...

nh National HOMES

Visit Our Display *in Booths 114-115, NAHB Exposition, Conrad Hilton Hotel, Chicago, January 16-20.*

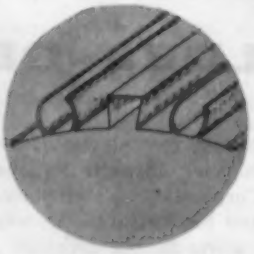
LOOK at your windows



5 Reasons why Zegers Dura-seal is the first choice of builders and architects everywhere

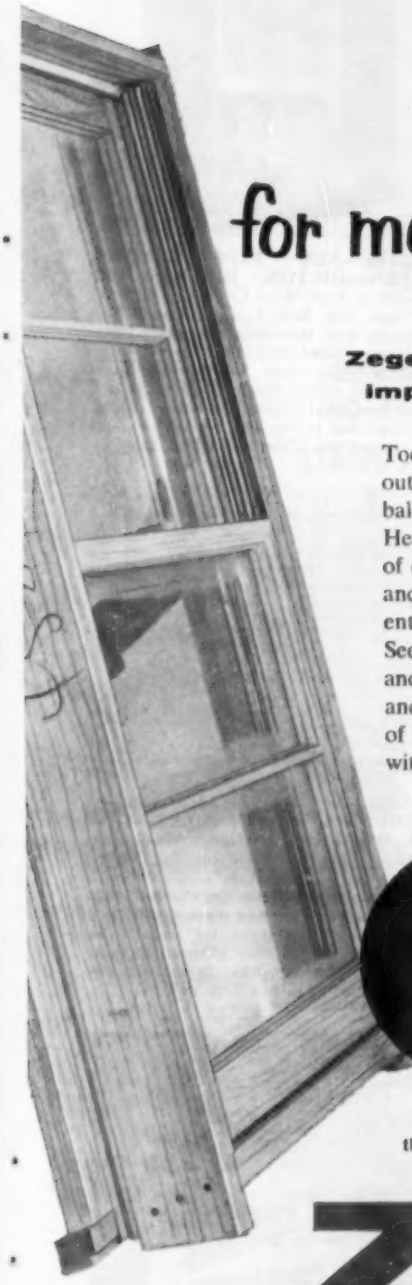


Dura-seal provides 4½ times greater weatherstripping efficiency than required by A.W.W.I. standards



One-piece jamb member maintains a constant air seal and smooth opening and closing no matter how the sash expands or contracts





for more profitable home sales!

Zegers Dura-seal equipped window units provide an important sales feature that means greater profits!

Today, home-buyers are looking for a house that's "quality built" throughout. Zegers Dura-seal . . . the *combination* metal weatherstrip and sash balance . . . gives *visible* and *workable* evidence of quality construction. Here is complete protection against cold, dust, drafts and dirt . . . assurance of quiet, smooth "one-finger" operation and life-time trouble-free performance. Dura-seal is a reflection of the care and quality you've put into the entire house . . . and prospective buyers will quickly recognize it.

See for yourself what a big difference Dura-seal makes in your home sales and in your profits. Proof can be found in the plans of leading architects and builders from coast to coast who specify and use Dura-seal for all types of home construction. See your lumber dealer about window units equipped with Zegers Dura-seal.



Si-Vel Springs . . . a new exclusive feature that assures silent operation



Easy, smooth, "one-finger" operation. Windows equipped with Dura-seal never stick



Dura-seal is nationally advertised in BETTER HOMES AND GARDENS and THE AMERICAN HOME

ZEGERS

Dura-seal

the combination metal weatherstrip and sash balance



Here's the complete story about the most advanced window equipment on the market. It's a new folder that gives all the facts on Zegers Dura-seal. Send for it, today!

ZEGERS INCORPORATED
8090 South Chicago Avenue, Chicago 17, Illinois

They make homes more livable . . .

NORDAHL

SLIDING DOOR FRAMES

Cut Building Costs



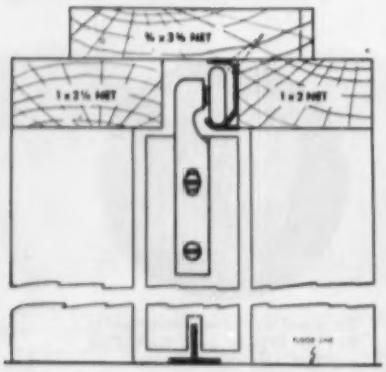
★ Quickly installed.
★ Easily framed in.
★ Finished jambs — no stops required.
★ Assembled in hydraulic jigs to assure perfect alignment.
★ Metal-reinforced jambs hold door pocket rigid and true.

Shipped as Packaged Unit



★ Ready for installation upon arrival.
★ Frames shipped with head inside and jamb fastened to side.
★ Saves valuable living space otherwise wasted by swinging doors.

Quiet Easy Sliding Action



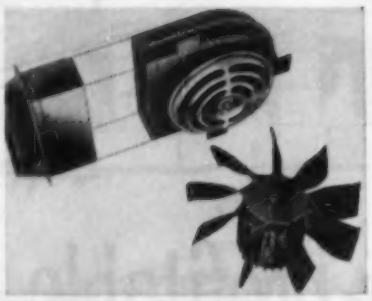
★ Nylon ball-bearing rollers and aluminum overhead track assure easy "Feather-Glide" operation.
★ Made in two widths of jamb: Type "A" 5⅜" (for lath and plaster) and Type "B" 4¼" (for dry wall).

For long, trouble-free service and better living in every type and size of house, use the proven Sliding Door Frames by Nordahl.

Also, specify and use Nordahl Wardrobe Hardware. See our booth No. 240 at the 1955 NAHB Show.

NORDAHL

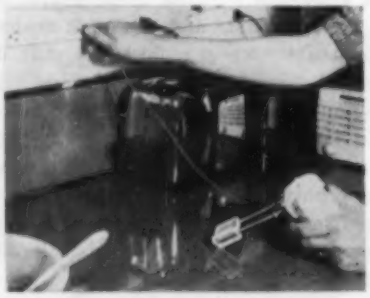
174 WEST ALAMEDA AVE., BURBANK, CALIF.



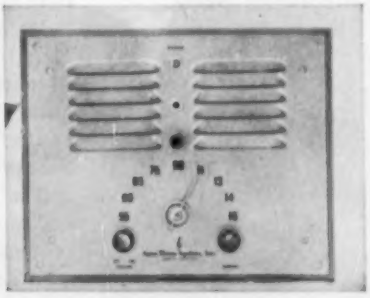
AB15249—VENT FAN — SHERMAN, BOOTH 410—Fasco Industries, Inc., Dept. AB, Rochester, N. Y. This manufacturer has improved their already popular Ceil-N-Wall ventilating fan. They have improved the performance and at the same time lowered the noise level. To accomplish this they have changed the impeller to a 9-petal Turbo-radial type. The new 10-inch model will do 530 CFM at the highest of its three speeds through ten feet of duct.



AB15346—NEW TYPE WINDOW SCREEN—HILTON, BOOTHS 142-143—New York Wire Cloth Co., 63 Park St., Dept. AB, New Canaan, Conn. This aluminum wire screening eliminates heavy side frames, substitutes a reinforced Multi-strand edge in their stead which gives rigidity and allows tension devices to pull screen up tight against window frame. Aluminum bar at top attaches to top blind stop; at bottom, clamps attach to sides.



AB15383—OUTLET UNIT — SHERMAN, BOOTH 405—The Wiremold Co., Dept. AB, Hartford, Conn. This multi-outlet raceway, Plugmold 2000, provides outlets for residential and commercial buildings. System is installed in a continuous run; receptacles are prewired in 50-ft. lengths. Outlet shown is 6 in. o.c.; other spacings available are 30 and 18 in. o.c. Also made are duplex constant service outlets and duplex 3-wire outlets.



AB15401 — MUSIC-RADIO-INTERCOMMUNICATION IN HOME—HILTON, BOOTH 313—Home Music Systems, Inc., Dept. AB, Memphis, Tenn. Here is a low-cost combination music-radio-intercommunication system for homes. System is comprised of one master unit, five speaker sub-station units for installation in any rooms buyer may choose, rough-in kit and all necessary wire. System fits between wall studs in any 4-in. wall.



AB15400—TRIMS FOR "OVERHEAD DOOR" — HILTON, BOOTH 14 — Overhead Door Corp., Dept. AB, Hartford City, Ind. New special trims for their standard garage doors are now available from this manufacturer. Trims come in avariety of designs, combinations and materials, to be attached to door with screws. They are painted before being applied to door, and are easy to remove and repaint when color change is desired, without repainting door.



AB15402—VENTILATING HOODS—HILTON, BOOTH 323—NuTone, Inc., Dept. AB, Madison and Red Bank Rds., Cincinnati 27, Ohio. Range Hoods are latest addition to NuTone line of kitchen exhaust ventilators. Come in two sizes: 26 and 42 in. Four finishes available: white baked enamel, stainless steel, copper anodized aluminum and stainless anodized aluminum. Top portion of hood is designed to blend with bottom of any cabinet.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



Evans King-Size 10-ft. Steel Tape

STANDS UP STRAIGHT for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full ¾") stays straight up without bending or buckling. You get a *free* belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

it's marked so you don't have to figure! no other tape is marked this Evans way.



Whichever way you work, in inches or feet and inches, you read *instantly* without having to stop and figure.

The EVANS King-Size White-Tape Is the Top 10-ft.

Tape Value at only $2.39 at hardware stores everywhere in U.S.A.

---

another **EVANS** value—

THE ONLY 12-FOOT POCKET WHITE-TAPE

Standard blade ½" wide



This L-O-N-G-E-R Pocket White-Tape only $1.89 at your hardware store

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is *no bigger than cases for shorter tapes.* Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.

Evans & CO.

400 Trumbull Street, Elizabeth, N. J., U. S. A.

Makers of Evans "Long Tapes"—25-50-75-100 ft and Evans 6-ft. Folding Rules

---



you sell more–and faster!

For years, *White* has led the field with strong sales points that actually translate themselves into *consumer benefits*—advantages that clinch sales fast because they give your customers more for their money. Now, with *White Glass* lining added to *White's* many exclusive features, sales come "thicker and faster" than ever. Write for *White's* Proved-Profit Story—*right now!*

WHITE PRODUCTS CORPORATION

Water Heating Specialists Since 1930

Dept. AB-1, Middleville, Michigan

Export Office: 201 N. Wells St., Chicago 6

AN EDWARD LAMB ENTERPRISE

White

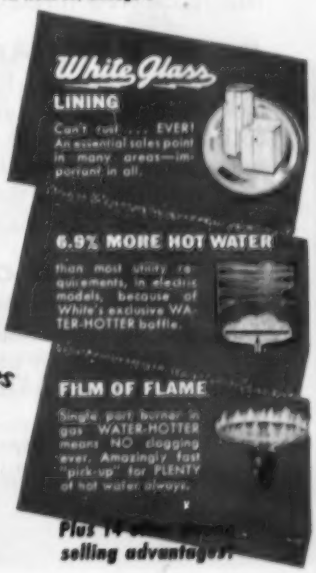
WATER HOTTERS

Automatic Water Heaters

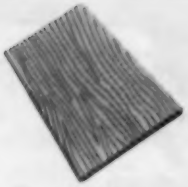
Electric or Gas



Electric—Round or table top models
Gas—Round models only



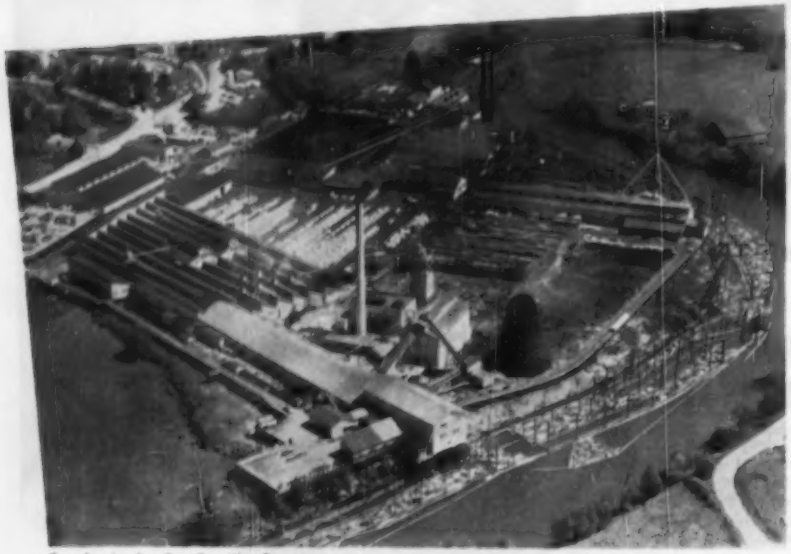
Plus 14 other [illegible] selling advantages!



FROM COOS BAY, OREGON

DOUGLAS FIR PLYWOOD AND COOS BAY HARDBOARD

FINEST MATERIALS • UNEXCELLED WORKMANSHIP • SUPERB QUALITY



Coos Bay Lumber Co., Coquille, Oregon

QUALITY PLYWOOD

INTERIOR AND EXTERIOR D.F.P.A. GRADE-MARKED

For long durability and versatility, Douglas Fir Plywood manufactured by Coos Bay Lumber Company meets your most particular specifications . . . fabricated from select Pacific Coast Douglas Fir . . . processed by a firm with years of recognized experience. When you want the best in Douglas Fir Plywood — exterior or interior . . . from decorator's "brushed finish" to concrete forms — specify Coos Bay Plywood.

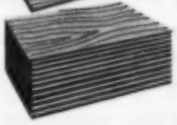
COOS BAY HARDBOARDS

Processed of Douglas Fir in one of the world's most modern hardboard plants. Light in color, smooth both sides, machinable with ordinary woodworking tools, paintable. Coos Bay Hardboards meet every rigid requirement of the most careful builders. Specify Coos Bay Hardboards for superb quality.

HARDBOARD OVERLAY PANELS

Coos Bay Plywood overlaid with Coos Bay Hardboard to form a superb building material for floor base, cabinets, and multiple uses. Highly workable and can be painted or enameled for industrial manufacturing.











COOS BAY LUMBER COMPANY
Plywood Division . . . Coquille, Oregon
Hardboard Division . . . Coos Bay, Oregon

DANT & RUSSELL, INC.
General Sales Offices:
1320 S. W. Broadway . . . Portland, Oregon

Dant & Russell Sales Co.
District Offices

***ALBANY AREA**
P. O. Box 30
Rensselaer, New York

***BOSTON, MASSACHUSETTS**
108 Massachusetts Avenue

BUFFALO, NEW YORK
3053 Main Street

***CHICAGO, ILLINOIS**
11909 Avenue O South

CINCINNATI, OHIO
1836 Dana Avenue, Box 55

CLEVELAND AREA
19115 Detroit Road
Rocky River, Ohio

***COLUMBUS, OHIO**
937 Burrell Avenue

FORT LAUDERDALE, FLORIDA
Port Everglades, Sta.

***HOBOKEN, NEW JERSEY**
77 River Street

***LOS ANGELES, CALIFORNIA**
2625 Ayers Avenue and
812 E. 59th Street

***PHILADELPHIA, PENNSYLVANIA**
6701 North Broad Street

***SAN DIEGO, CALIFORNIA**
1571 South 28th Street

SAN FRANCISCO, CALIFORNIA
214 Front Street

WASHINGTON, D. C.
428 Investment Building

Representatives everywhere throughout the United States.

*Complete warehouse plywood stocks maintained at these locations.



AB15300—MAGIC CIRCLE HOUSES—Richmond Homes, Inc., Dept. AB, Richmond, Ind. This line of prefab houses features two basic sizes of 28-ft. 8-in. by 36-ft. 8-in. and 28-ft. 8-in. by 40-ft. 8-in. A water heater-storage island in the center of the floor plan makes a circular traffic pattern, all bedrooms being placed along one side of the house and eliminating a center barrier partition. Carport attachments are available.



AB15301 — READYBUILT FIREPLACE—The Readybuilt Products Co., Dept. AB, 1705-23 McHenry St., Baltimore 23, Md. All Readybuilt fireplaces are full size, can be shipped anywhere and can be installed in an hour without cutting of walls, floors or ceiling. Shown here is model 645. It is 4 ft. 6 in. wide. Height is 4 ft. 1½ in. Return to wall is 10⅜ in. Mantel is knotty pine. Facing is cast quarry stone.



AB15302—PAINTERS' CUTLERY—Red Devil Tools, Dept. AB, Irvington, N. J. Red Devil announces a new line of painters' cutlery to be known as the P3 line. Included are two putty knives, two wall scrapers, and one spachtling knife. The putty knives have 1¼-in. blades, one flexible, the other stiff. Wall scraper blades are 3-in. The spachtling knife has a 5-in. flexible blade. Handles are walnut.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

UNBEATABLE

in FEATURES • PERFORMANCE • DEPENDABILITY

MODEL 650 6½" dia. — Hi-Speed 6800 r.p.m. Blade Speed

Milwaukee



FULL 1½ HP MOTOR

HEAVY-DUTY SAW

Only $66.50

with Handy Steel Carrying case $74.50

The *Only* POWER SAW Needed To Build A Home

For a real thrill in performance and handling ease, check the 6½" MILWAUKEE Model 650 before you buy your next saw. It's the ONE saw that makes every cut necessary to build a house . . . even to the compound miter cuts. It's the kind of *light-weight . . . big capacity* saw you have long wanted . . . a saw that makes more cuts, faster, more accurately and with less effort . . . A saw that's fully versatile . . . that will handle all special purpose blades and abrasive cutting wheels and that can stand the gaff of all-day heavy duty use.



. . . with *So Many* Outstanding Features

. . including EXCLUSIVE Free-Wheeling Clutch Drive

• Grease sealed ball and roller bearings throughout • Helical cut heat-treated gears and drives for greater power efficiency, quieter running • Built-in quick setting depth and miter and rip adjustment, fully lockable • Telescopic and automatic retractable blade guard • Instant release safety trigger switch • Light Weight, only 12¼ pounds • Perfectly balanced.

See It Demonstrated Today!

Examine one at your dealer or supply house. Grab hold of its easy grip handle. Notice how it rests in balanced ready-to-cut position. Press the trigger . . . see how it starts without twist or jerk and how smoothly it stops. Try it . . . Then Buy it and enjoy faster, safer, more fatigue free sawing from now on.

For bigger capacity High Speed saw ask to see the Model 825 with 8¼" blade.

or Write For . . . Free Folder SW-6

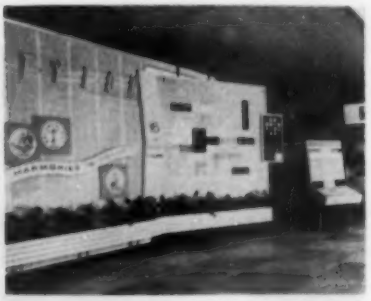
MILWAUKEE ELECTRIC TOOL CORP.



AB15142 — SOUTHERN PINE — SHERMAN, BOOTHS 541-542—Southern Pine Association, Dept. AB, P.O. Box 1170, New Orleans 4, La. Southern Pine is being used to advantage in exposed beam construction, for trussed roof rafters, laminated structural members, for panels, sheathing and interior walls, as well as for conventional house framing. S.P.A.'s exhibit displays the wide range of this versatile wood in building construction.



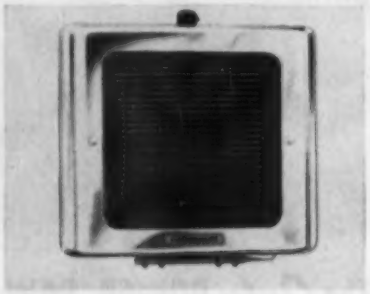
AB15177 — TECHBUILT HOUSE — SHERMAN, BOOTH NO. 458—Techbuilt, Inc., Dept. AB, 55 Brattle Street, Cambridge, Mass. The Techbuilt house is a partially prefabricated, partially on-site constructed house of contemporary split-level design, with open floor plan. It is now being built for about $7.25 per square foot in the Boston area. Allows builder wide variety of interior plans within standard shell.



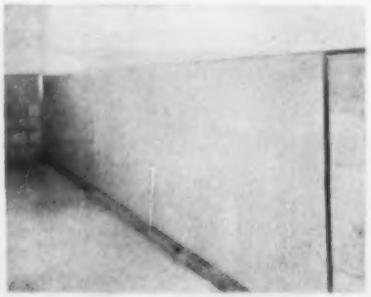
AB15131—CERAMIC TILE—SHERMAN, BOOTH 481—Stylon Corp., Dept. AB, Milford, Mass. Entire "Stylon" line emphasizes harmonious color styling. Wall tile products have feature that insures accurate spacing. Projections occur on all four edges of tile to provide uniform joints for grouting. Floor tiles include: crystal glaze, square and hexagon; unglazed porcelain squares; 10 interlocking and conventional floor patterns.



AB15195 — PATTERN FOR KEM-TONE WALLS—SHERMAN, BOOTH 502—The Sherwin-Williams Co., Dept. AB, Cleveland 1, Ohio. "Applikay" is a translucent material applied with a unique twin roller which imprints a design on the wall surface. When dry, the entire motif is completely washable. Ten designs are available. Shown here is "Ming." Applikay may be easily applied to walls previously painted with latex-base paints.



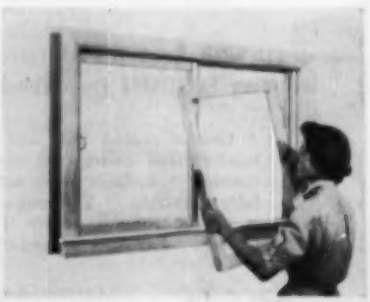
AB15179 — ELECTRIC HEATERS — SHERMAN, BOOTH NO. 409—Electromode Corp., Dept. AB, 45 Crouch St., Rochester 3, N.Y. 1955 line of wall-type, portable, radiant panel and baseboard heaters includes the Model WJA bathroom heater above. It features a louvered grille engineered to direct the fan-forced heat down to the floor. Having a capacity of 1320 watts and operating on 110 volts, unit can be located anywhere in bathroom.



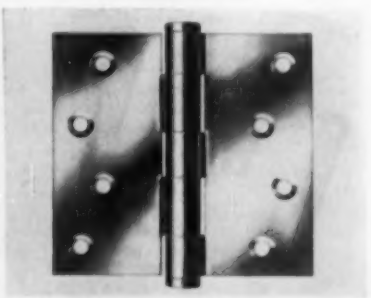
AB15182—PLASTIC WALL PANELS —SHERMAN—BOOTH NO. 495—Consoweld Corp., Dept. AB, Wisconsin Rapids, Wis. Illustrated is application of "Consoweld 10" directly over cinder blocks. This new $\frac{1}{10}$" thick decorative plastic laminate can be installed over walls of gypsum board, plaster, sheathing-grade plywood, and on structurally sound old deck surfaces. Material can be cut easily and is applied with mastic type adhesive.



AB15128—VENTILATING HOODS—HILTON, BOOTH 57—Pryne & Co., Dept. AB, 142 N. Towne Ave., Pomona, Calif. Two new models of kitchen ventilating hoods tilt for easier cleaning, are quickly removable. Combining fan, light and hood, both models are designed for installation under cabinets over the kitchen range without sacrificing cabinet space. Stock sizes available for 30, 36, 39, 42 and 48 in. cabinets.



AB15127—REMOVABLE WINDOW SASH—SHERMAN, BOOTHS 548-549—Roach & Musser, Dept. AB, Muscatine, Ia. Called "E-Z-Float," horizontal sliding window permits easy removal of sash, comes complete with hardware, glassed and screened sash, stool, and storm sash when desired. Made of toxic and water repellent treated Ponderosa Pine, unit is designed for frame, brick veneer or masonry walls. Available in several sizes.

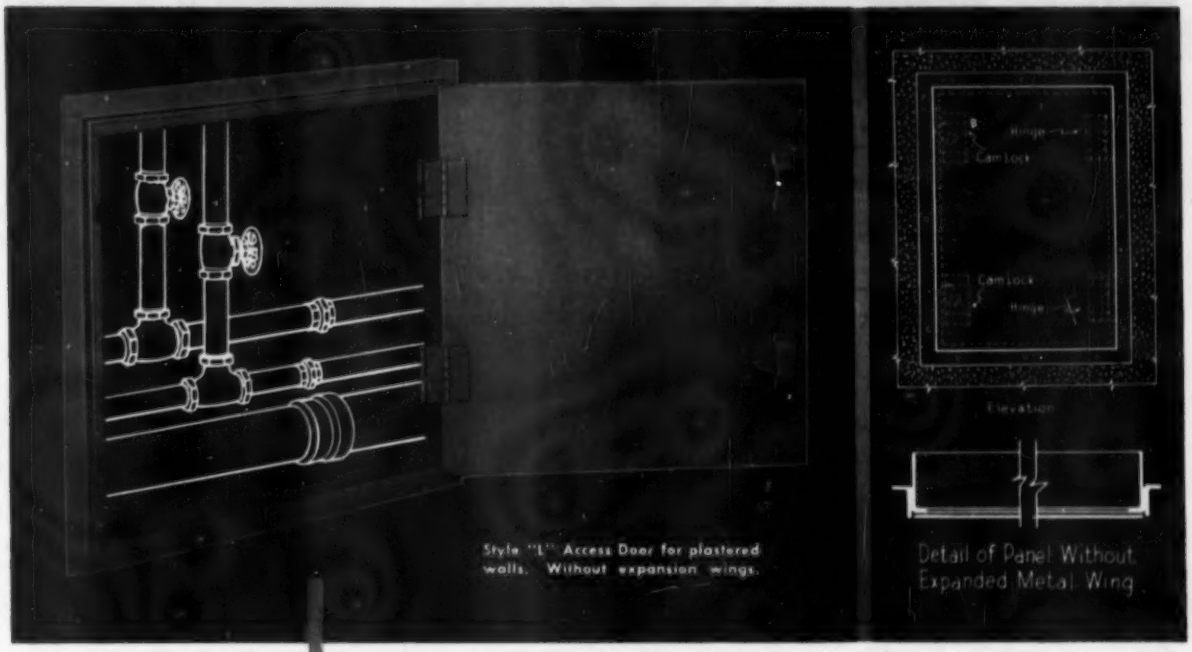


AB15129 — ALUMINUM FINISH HINGE—SHERMAN, BOOTH 461—C. Hager & Sons Hinge Mfg. Co., Dept. AB, 139 Victor St., St. Louis 4, Mo. New "Luma-Sheen" line is a steel hinge with permanized aluminum finish that provides true color match for all aluminum door hardware and trim. Said to sell for one-third the cost of solid aluminum hinges, all Hager hinge styles will be available with the 'Luma-Sheen" finish.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

They go in faster...last longer!

if they're *MILCOR*® Steel Access Doors



®Reg. U. S. Pat. Off.



Exclusive spring hinge lets door open 175°, for convenient access to key points in plumbing, heating, electrical, and refrigeration systems. Door is removed quickly by extracting hinge pin. Number of hinges and cam locks determined by size of door.



Style "K" Access Door for plastered walls. With expansion wings.



Style "M" Access Door for masonry, brick, stone, tile, wallboard, etc.

For a convenient, year-round listing of Milcor Metal Lath products, see your 1954 American Builder Catalog Directory, issued in April.

You add the EXTRA VALUE OF STEEL for less than the cost of wood

You save installation time and costs, with Milcor Steel Access Doors. And home-owners save on maintenance costs later on. Here's why:

(1) You install Milcor Steel Access Doors quickly and easily — flush with the wall or ceiling. They need no special framing, no cutting or fitting.

(2) You paint or paper right over Milcor Steel Access Doors. One finish-coat usually covers. No sanding or filler coats are needed.

(3) Milcor Steel Access Doors can't warp, crack, shrink, swell, or rot. They are termite-proof and fire-resistant.

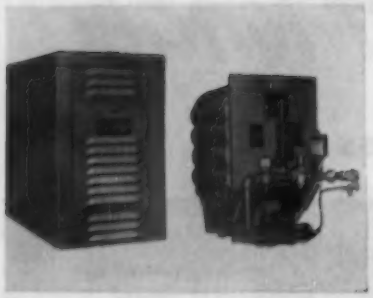
(4) There are 11 different sizes from 8" x 8" to 24" x 36" — ready to install in plaster or non-plaster walls. Order from your building supply dealer.

M-137

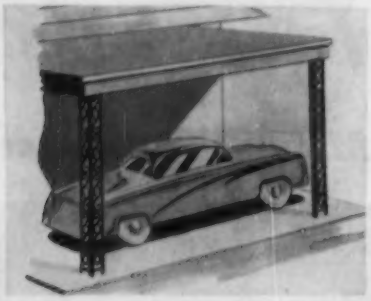
INLAND STEEL PRODUCTS COMPANY

4025 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN

BALTIMORE 5, MD.—5300 Pulaski Highway • BUFFALO 11, N. Y.—64 Rapin St. • CHICAGO 9, ILL. — 4301 S. Western Avenue Blvd. • CINCINNATI 25, OHIO — 3240 Spring Grove Ave. • CLEVELAND 14, OHIO — 1541 E. 38th St. • DETROIT 2, MICH. — 690 Amsterdam Ave. • KANSAS CITY 41, MO. — P. O. Box 918 • LOS ANGELES 58, CALIF. — 4807 E. 49th St. • NEW YORK 17, N. Y. — 230 Park Ave. • ST. LOUIS 10, MO. — 4215 Clayton Ave.



AB15183—HOT WATER BOILER—HILTON—BOOTH NO. 370—Hydrotherm Inc., Dept. AB, Northvale, N.J. Designed exclusively for gas—manufactured, natural and L.P.—unit is adaptable for modern baseboard, convector and radiant panel systems. Small size permits installation in utility rooms, closets, attics, basements. Unit is shipped fully wired and assembled with all controls. Models range from 45,000 to 500,000 Btu ratings.



AB15187 — ORNAMENTAL IRON — SHERMAN, BOOTH NO. 476—Logan Co., Dept. AB, Louisville 6, Ky. Newest additions to the "Colonel Logan" line of ornamental iron columns and railings are carport (see above) and awning columns. Both types are available in two styles for either corner weight or single weight. Adjustable heights for carport columns are 7'3¼" to 9'6", and for awning columns, 5'6¼" to 8'.



AB15143—KITCHEN VENTILATING HOODS—SHERMAN, BOOTH 448—Trade-Wind Motorfans, Inc., Dept. AB, 7755 Paramount Blvd., Rivera, Cal. These home kitchen ventilating hoods adjust to fit almost any length of cabinet and are available in either copper or stainless steel brushed finish. The hoods are used with the Trade-Wind Super Clipper kitchen ventilator which installs in a cabinet directly over the range.



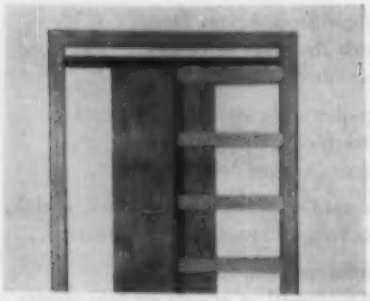
AB15193 — OVEN-BROILER-BURNER UNIT—SHERMAN BOOTH NO. 490—Martha Washington Distributing Co., Dept. AB, Bayonne, N. J. Oven and broiler with separate 4-burner cooking unit come in fully automatic gas or electric models. Finished in stainless steel or copper, and white, pink, yellow, pastel green or jet black enamel, oven and broiler can be used together or independently; approximate price range is $155 to $196.



AB15186 — ALUMINUM SIDING — SHERMAN, BOOTH NO. 584A—Jones & Brown Inc., Dept. AB, 439 Sixth Ave., Pittsburgh 19, Pa. New "Insclum" aluminum clapboard siding is said to be first aluminum siding with a core of insulation board that can be applied directly to the studding. Baked enamel finish eliminates painting on the job. Won't rot or warp, cuts man hours and labor costs, according to the maker.



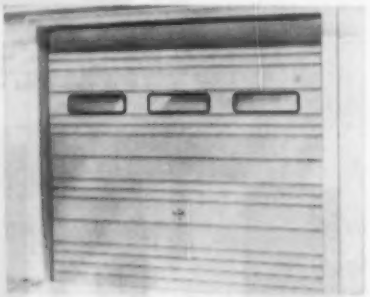
AB15126—FOLDING DOOR—HILTON, BOOTH 237-238—Hough Shade Corp., Dept. AB, Janesville, Wis. New anti-creep feature of the 1955 "Ra-Tox Fashionfold" wood-slat door permits user to open door fully without it tending to "bounce back." Stack space required by the door is reduced to a minimum and the handle always remains in easy-to-grasp position. All "Fashionfold" models have anti-creep feature.



AB15194—POCKET DOOR T-FRAME — HILTON, BOOTHS 235-236 — Sterling Hardware Mfg. Co., Dept. AB, 2345 W. Nelson St., Chicago 18, Ill. This T-frame is designed to warp-proof the wall pocket and provides steel reinforcement at the split jamb, where strength is vital. The frame is available in two models, one for lath and plaster, thick-wall construction; the other for dry wall construction.



AB15197—NEW COLORED NAILS—SHERMAN, BOOTHS 422-423—The Perma Products Co., Dept. AB, 5455 Broadway, Cleveland 27, Ohio. Annular ringed nails in colors to match standard shingle stains are included without added cost in each carton of Shakertown Sidewalls and Clumac units. These nails eliminate almost all touch-up staining. The thin-shanked 6d nails are zinc-coated for weather-resistance.



AB15196—STEEL GARAGE DOOR—HILTON, BOOTH 172—Southern States Iron Roofing Co., Dept. AB, Louisville Rd. and Stiles Ave., Savannah, Ga. Made of 24-gauge steel, this Stanley door is factory zinc-coated, Bonderite treated and prime-painted, ready for finish coat of paint. All joints are welded and there are bronze bushings or ball bearings at all bearing surfaces. Four standard sizes.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



It's Here!

...THE *NEW* STEELCRAFT RANCH WINDOW

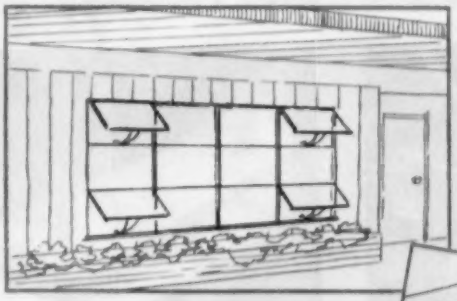
EXCLUSIVE FEATURES

- **Roto Operators**
- **Inside Screening**
- **Many Ventilation Locations**
- **Full Range of Types and Sizes**

Now you can get STEELCRAFT STEEL RANCH WINDOWS in a *full* range of types and sizes to meet every home building need . . . bedroom, kitchen and picture windows for living-dining areas.

The new STEELCRAFT RANCH WINDOWS are the result of many years of window manufacturing "know-how" coupled with a thorough on-the-job study of builders' window problems. They are engineered to provide maximum strength and rigidity yet the slim steel frames permit more daylight to enter the room and a better view out the window.

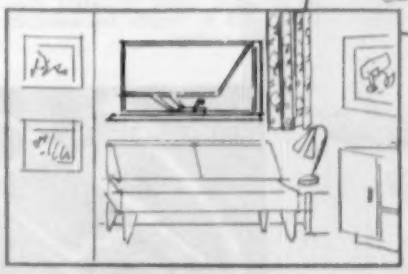
STEELCRAFT RANCH WINDOWS are designed to use standard sizes of Thermopane and Twindow or standard glass.



STEELCRAFT STEEL RANCH WINDOWS make ideal picture windows because of the large glass lights ventilated as required, provide the inside-outside living featured in today's homes.

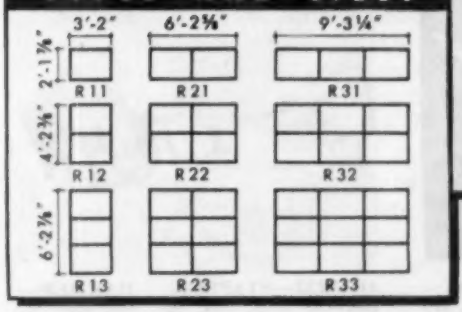


Windows placed high in the wall permit greater freedom for arranging furniture in bedrooms. Full ventilating. Width to 9 ft. 3 in. *without* mullions.



Awning-type ventilator permits controlled ventilation . . . even in rainy weather. Roto operators permit *underscreen* operation.

TYPES AND SIZES



WE'LL SEE YOU AT THE SHOW

BOOTH NO'S. 70-71
CONRAD HILTON HOTEL CHICAGO, ILL.

STEEL Craft
REG. U.S. PAT. OFF.

Available for immediate delivery. Write for specifications and prices.

THE STEELCRAFT MANUFACTURING COMPANY
ROSSMOYNE, OHIO (IN GREATER CINCINNATI)

The Steelcraft Manufacturing Co., Dept. AB-155
9017 Blue Ash Rd., Rossmoyne, Ohio (In Greater Cincinnati)

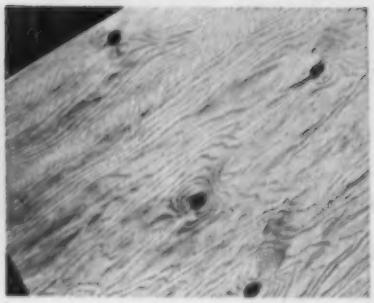
Please send me information on the Steelcraft Steel Ranch Windows.

NAME _____ Title _____

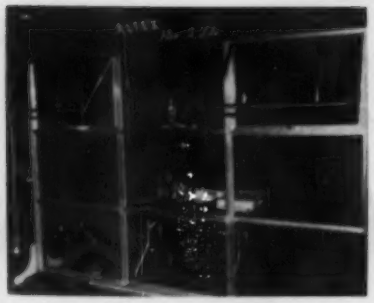
COMPANY _____

ADDRESS _____

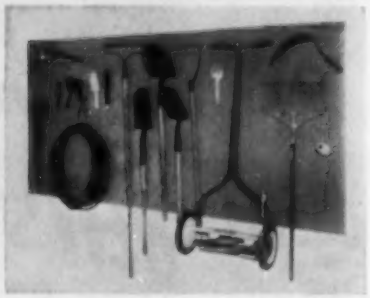
CITY _____ ZONE _____ STATE _____



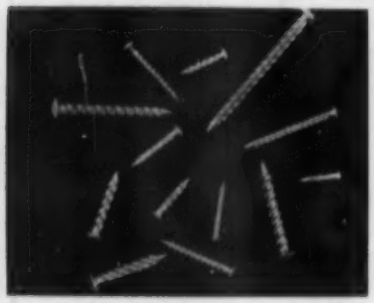
AB15217—DECORATIVE PLYWOOD—Associated Plywood Mills, Inc., Dept. AB, P.O. Box 672, Eugene, Ore. Added to the company's line as a companion to their popular select Sea Swirl pattern is this Knotty Sea Swirl. The panels are 4x8 ft. 5/16-in. thick. Other sizes and thicknesses are on special order. Stocks are in San Francisco, Houston, Dallas, St. Louis, Charlotte, Raleigh, N.C., Greenville, S.C.



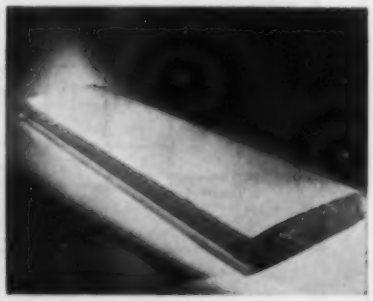
AB15219—ALUMINUM WINDOWS—Altex Engineering Company, Dept. AB, 125 Industrial Rd., Summerville, S. C. New ALTEX FLEX-A-LITE aluminum window can be used in window wall, ribbon windows or singly, single window width, either vented or fixed in 3 ft. 1 in., double: 6 ft. 2 in., triple: 9 ft. 3 in., and quadruple widths; 12 ft. 4 in. Has stainless steel hardware, is weatherstripped.



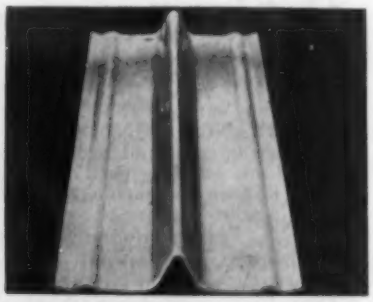
AB15220 — PERFORATED HARDBOARD—Allwood Division of Oregon Lumber Co., Dept. AB, Dee, Ore. This is a smooth grainless hardboard made in 4 by 8-ft. panels which are easily cut to smaller sizes. The holes are punched on 1-in. centers. Trade name is Allwood Shobord. Three thicknesses are available: 1/4-in. and 3/16-in. with holes 3/16-in. diameter, and 1/4-in. with 9/32-in. holes.



AB15326 — ALUMINUM DRIVE SCREWS—The Universal Molding Company, Dept. AB, 10807 Stanford Avenue, Lynwood, Calif. Universal Molding's bright-dipped aluminum drive screws are the solution where more holding power is required than is provided by nails, but where time and cost does not permit use of screws. Made of aluminum, there is no rust problem, are ideal for bathroom, kitchen, and outdoor uses.



AB15230—BLANKET INSULATION—Baldwin-Hill Co., Dept. AB, 500 Breunig Ave., Trenton 2, N. J. "Magic-Spun" mineral wool insulation is said to be greatly improved by new process—high-speed spinning wheels that transform molten slag into long, tiny fibers. Longer, finer fiber formation creates more dead air cells, providing better insulating qualities. Comes in 8 ft. lengths for walls, 24 and 48 in. for ceilings.



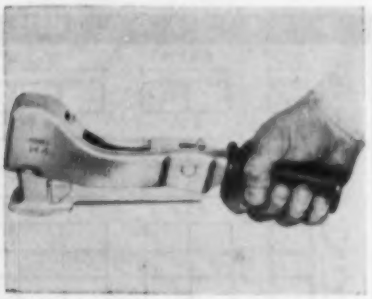
AB15229—CEMENT BLOCK LINTELS—Brainard Steel Div., Sharon Steel Corp., Dept. AB, Warren, O. Made of 11 gauge steel, lintels are available in lengths from 2 ft. 6 in. to 5 ft. and increments of 6 in., eliminating the necessity of cutting on job. Lintels are painted with rubberized corrosion-resistant gray paint and are formed to eliminate a possibility of water running back under the wall and into the sash (note drip edge).



AB15231—CONTRACTOR'S LEVEL—Bostrom-Brady Mfg. Co., Dept. AB, Stone-wall & Bailey Sts., S. W. Atlanta, Ga. This contractor's level is equipped with a 12 to 14 power telescope with a minimum focus of four feet. The unit has fixed cross hairs, stationary eye piece, optical axis adjustment, rack and pinion to objective slide, and ground level vial 7 to 8 minutes. The price for the level is $53.00.



AB15222—LIGHTING EQUIPMENT—Atlas Electric Products Co., Dept. AB, 319 Ten Eyck St., Brooklyn, N. Y. The new Atlas pre-wired assembly, shown above, is simple to install, just drive four nails, turn the screws and it is up without carpentry. R, T, or TW wire pulls directly into the J-box. No additional pull boxes, asbestos or slow-burning wire required. Six sizes for 60, 100, 150, 200, 300 watt fixtures.



AB15232—STAPLING HAMMER—Bostitch, Dept. AB, 951 Mechanic St., Westerly, R. I. The new Bostitch H4 heavy duty stapling hammer enables the user to drive home a heavy 3/4-in. galvanized staple with one follow-through blow, using one hand. Since there is no need to hold nails between the fingers when using the H4, gloves may be worn on both hands, easing fastening work in cold weather.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



NEW Knotty Cedar Plywood



To meet the ever-increasing demand for beautiful Knotty Cedar, Weyerhaeuser now introduces a new product—Weyerhaeuser 4-Square Knotty Cedar Plywood.

Paneling of Knotty Cedar Plywood—with its blend of golden browns that tapers to a beautiful honey tone . . . with its sepia knots forming unique random patterns—gives new excitement to room decoration. Like the popular Weyerhaeuser 4-Square Knotty Pine Plywood, the new Cedar offers an informal elegance and a fresh, stimulating beauty for interiors of all types. Both Knotty Cedar and Knotty Pine Plywoods are ideal for new construction and for remodeling and redecorating—the big panels can be installed quickly and easily over existing walls, with a minimum of sawing and fitting. For cabinet work, built-in furniture and similar uses, they also offer the charm of America's favorite woods with the strength and stability inherent in plywood.

You will enjoy examining the new Weyerhaeuser 4-Square Knotty Cedar Plywood at the office of your Weyerhaeuser 4-Square Lumber Dealer. Write for colorful folders illustrating interesting applications of both Knotty Cedar and Knotty Pine Plywoods.

Visit our booth at the NAHB show—Nos. 565-566, Sherman Hotel

Weyerhaeuser Sales Company

SAINT PAUL 1, MINNESOTA



SEE YOU AT BOOTH 74 N.A.H.B SHOW HILTON HOTEL

COMPLETE KENNATRACK LINE

permits you to select the right type of sliding door hardware for every job. New designs make installation easier . . . performance is finer than ever. Only a specialist, like Kennatrack, can give your sliding door needs such thorough attention.

KENNATRACK CORPORATION, ELKHART, INDIANA



SERIES 250-A For ¾" kitchen cabinet doors. Exclusive step-up design hides hardware.



SERIES 600 Double track for 1⅜" and 1¾" wardrobe by-passing doors . . . adjustable hangers.



SERIES 650 Double track for 1⅜" and 1¾" wardrobe by-passing doors. Minimum headroom required.



SERIES 700 Deluxe double track for ¾" through 1⅛" wardrobe by-passing doors . . . adjustable hangers.



SERIES 750 Deluxe double track for ¾" through 1⅛" wardrobe by-passing doors. Extra strong hanger installation.



SCOTTIE SERIES High quality, low-cost sliding door hardware for ¾", 1", 1⅛", and 1⅜" by-passing doors . . . adjustable hangers.

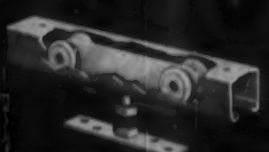


SERIES 300-A For ¾" through 1⅜" open, and closed pocket doors. Minimum headroom required.

largest exclusive

Sliding door hardware

manufacturer



SERIES 350 For 1⅜" closed pocket doors – adjustable hangers. Popular with frame manufacturers.

KENNAFRAME



SERIES 800 Prefabricated warp-proof, all-metal frame for closed pocket installations. Series 400-A track already installed.

SERIES 900 Prefabricated, all metal frame with 350 adjustable hanger already installed.



SERIES 400-A For 1⅜"-1¾" closed pocket doors. Deluxe track with heavy duty, ball bearing axles.

ACCESSORIES







***FREE BUYER'S GUIDE** takes the guesswork out of sliding door installation!*

FASCO HOME VENTILATING FANS

for Kitchen, Bath and Utility Rooms



FASCO Model 728
for inside walls and ceilings

Easy to Install!
Whisper Quiet!
Tops in Looks!
Guaranteed 5 Years!

Write today for all the facts on FASCO Ventilating Fans

Home buyers everywhere are insisting on *complete* ventilation . . . in kitchen, bath and utility rooms—and FASCO gives them what they're looking for! Here is the one complete line of ventilating fans . . . offering a choice of styling, performance and price to satisfy everyone. Builders all over the country tell us FASCO ventilating fans are helping to sell their homes. Install FASCO . . . the leader in home ventilation.



Model 1021
for inside walls and ceilings

Model 882—1082
for outside walls, wall switch operated

Model 880
for installation through ceiling and roof

Model 847—1047
for outside wall, chain operated

Model 728
for inside walls and ceilings

VISIT BOOTH 410 HOTEL SHERMAN at the Chicago Builders' Show in January and see the complete line of FASCO Ventilating Fans.

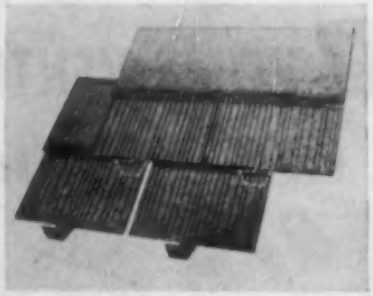
MANUFACTURERS OF THE ONE COMPLETE LINE OF VENTILATING FANS.

FASCO INDUSTRIES, INC.

215 Augusta Street
Rochester 2, N. Y.



AB15214 — AUTOMATIC TACKER HAMMER—Arrow Fastener Co., Inc., Dept. AB, 1 Junius, Brooklyn 12, N. Y. The tacker hammer is used as a hammer but it drives staples five times faster, according to the manufacturer. The machine takes three sizes of staples ¼, ⅜, and ½ in. leg size length. The machine has a balanced design for effortless use and is jam and clog proof. The hammer tacker has many uses on a construction site.



AB15306 — ASPHALT SHINGLE — The Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N. Y. The "Lok-Tab" shingle is a new development in square tab roofing. Once applied, the shingle is literally locked to the roof by a hook-shaped extension which is an integral part of the shingle. This fits into the pre-cut slot in the body of the shingle below. The locking device is hidden as each course is applied.



AB15317—STEEL GARAGE DOOR—Stoddard Manufacturing Co., Dept. AB, 617 Fourth St. S. W., Mason City, Iowa. New "Stoddard Autoglide" Steel Garage Door closes easier, opens automatically to full overhead position with only turn of handle. Made of rust-proof all-welded galvannealed steel. Rust-proof weatherstrips are adjustable for tight fitting. Sizes: 8x7, 9x7, 16x7, 18x7 and new sizes 6 ft. 8 in. high.



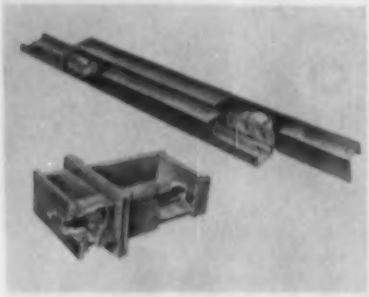
AB15328—BASEBOARD RADIATOR The Vulcan Radiator Company, Dept. AB, 775 Capitol Ave., Hartford 6, Conn. Vulcan Trimline, above, is newly designed baseboard radiator, is built to harmonize with any decor. Shape of cover reduces apparent depth. Front is easily removed for cleaning. One-piece back and top assures easy installation. Few joints necessary. Dampers may be installed anywhere anytime on the job.



AB15322—WALL HEATER—Temco Inc., Dept. AB, Nashville 9, Tenn. The Temco wall heater is a complete heating unit, fits between the studs of walls, has complete automatic controls with each unit having individual thermostat, is designed to operate on all gases. Available in single and dual wall models. A 5x11-in. warm air grille attachment is available permitting channeling of heat into room opposite wall heater.



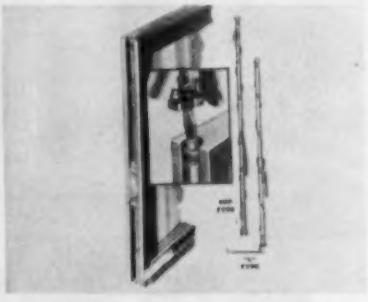
AB15325—LEVELING INSTRUMENT The Thom-Wood Company, Inc., Rockland, Mass. With "Levelall" one man, alone, can handle all leveling jobs without transit. Two models available: Deluxe, $12.95 75-ft. transparent plastic tube, mounting brackets, shut-off valves, carrying case, extra quart liquid; and Regular, $9.95, 50-ft. tube, same fittings as Deluxe, extra pint liquid.



AB15397—CENTER DRAWER GUIDE—Extension Drawer Support Co., Dept. AB, 2319 W. Washington Blvd., Los Angeles 18, Calif. The Edsco "Twin Set" center drawer guide is ecpecially designed for center guide construction, is easy to install on single drawers or in multiples of two or more, to compensate for extra weight in heavily loaded drawers sliding platforms.



AB15318—TILTING BAND SAW—Toolkraft Corporation, Dept. AB, Springfield, Mass. The Darra-James Tilting Arbor Band Saw tilts forward 7 degrees, backward 46 degrees, locks securely at any angle, graduated scale shows angle of tilt, table is 14 in. square with milled slots for fence and miter, cast front guard is hinged, locks with one knob, blade is completely enclosed, accessories available.



AB15320—CONCEALED SASH BALANCE—The Turner & Seymour Mfg. Co., Dept. AB, Torrington, Conn. "Hidalift" the completely concealed sash balance fits sash from 13 to 37 in. high and from 14 to 52 in. wide, is designed to operate on windows of various weights, including double-glazed windows because coil-spring balances can be adjusted to precise tensioning, during or after sash is installed.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



MODEL HD
one of a
Complete Line
from $265

MAKE ANY CUT
...IN SECONDS
...with your

Clipper
MASONRY SAW

SIMPLE in operation
RUGGED in construction
DEPENDABLE in performance

Only Clipper Gives You Every Feature Needed for Fast, Economical Cutting!

Simple Cuts — Intricate Cuts —Every Size or Type Material!

SELECT-A-NOTCH



It's easy for one man to adjust cutting head—to desired height for cutting any size material. Weight of head is supported by connecting bar. Clipper's deep-seating Notches always guarantee true cutting head alignment—assure maximum blade life and increased production. Clipper patent.

PRESSURE EQUALIZER



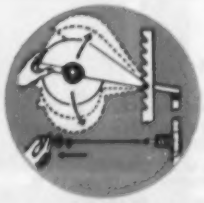
Makes blades last longer because Equalizer Spring automatically cushions blade pressure. A Clipper patent.

WET or DRY PUMP



Just turn valve to change from wet to dry cutting. Factory-attached—no loss. Factory-sealed bearings—no maintenance. Clipper's patented Water Application supplies water to the cutting edge—just where it should be—for longer blade life and control of dust.

ADJUST-A-CUT



Merely pull knob for finger-tip setting of cutting head angle above material. Release knob to lock in desired position. A Clipper patent.

HEAD LOCK



Just turn the handle to lock cutting head for fixed Diamond Blade cutting. A safety lock when transporting saw as a unit. Patented by Clipper.

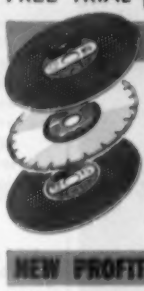
Just 5 of 22 Reasons —

4 OUT OF 5 BUY CLIPPER!

Cut faster and more economically, save time and materials—make your jobs look better and return more profit—with a Clipper Masonry Saw! Clipper made the world's first masonry saw, nearly 20 years ago . . . Clipper makes the world's finest masonry saw today. Let Clipper's famous 5-DAY FREE TRIAL prove it to you!



Mr. Clipper



FOR BEST RESULTS—USE CLIPPER BLADES

For lowest possible cost, look for the bright orange centers which identify genuine Clipper Superior Blades. Manufactured under rigid controls, assuring you consistent quality and peak performance, from rim to stub. Clipper alone supplies THE specification for ANY material—Wet Abrasive Blades—Dry Abrasive—Diamond—"CBR" Break-Resistant Abrasive.

BUY THEM IN QUANTITY FOR EVEN GREATER SAVINGS!



NEW PROFITS CUTTING CONCRETE!

Self-propelled*, and powered for heaviest duty. ONLY CLIPPER offers you the combination of 4 wheels and 3-point, no-bind blade suspension—the only design that cuts a straight line, minimizes blade binding and breakage. Saw is easily maneuvered by one man, whether lining up for the cut, or over the curbs. The ONLY SAW with EVERY Feature demanded of a Concrete Saw.

***Optional feature—All Clipper Models also available without self propelling unit.**

25 H.P.
MODEL C-250
ONE OF 7 MODELS
FROM $395

WORLD'S LARGEST MANUFACTURER OF MASONRY AND CONCRETE CUTTING EQUIPMENT

SAME DAY SERVICE

from Clipper Direct Factory Branches, in principal cities coast to coast. Look in your phone book —or mail this coupon TODAY!

CLIPPER MANUFACTURING CO.
2808 N. Warwick • Kansas City 8, Mo. 207X

☐ Tell me about FREE TRIAL of a Clipper Saw on my job.

Send FREE Literature and Prices on:

☐ Clipper Masonry Saws ☐ Clipper Concrete Saws
☐ Clipper Diamond Blades ☐ Clipper Standard Abrasive Blades
☐ Clipper Break-Resistant Abrasive Blades

FIRM_____

ADDRESS_____

CITY_____ STATE_____



SEE THE COMPLETE GERBER LINE AT THE BUILDERS' SHOW—SPACE 517, SHERMAN HOTEL



There's No Substitute *for* METAL WEATHERSTRIPPED WOOD WINDOWS

Your customers can immediately see the outstanding advantages when you install complete metal weatherstripped wood window units. Window units that have been precision-assembled by the sash and door jobber and are available to you through your retail lumber dealer.

BEAUTIFUL wood windows are warm to the touch and reduce condensation to a minimum.

COMFORT is assured with wood windows properly weatherstripped with metal weatherstrip. Homes stay cool in summer, warm in winter and dry the year around.

PROTECTION of wood windows with metal weatherstrip prevents needless heat loss and discomfort. Savings in fuel costs alone can amount to approximately 24%.

ECONOMY is guaranteed. First cost is moderate for metal weatherstripped wood windows, compared to any other type windows. And the extraordinary durability of metal weatherstripped wood windows means less maintenance and longer life.

Serve your customers BETTER by installing complete metal weatherstripped wood window units.

WEATHERSTRIP *Research* INSTITUTE
OFFICE OF THE SECRETARY
BOX 101 — RIVERSIDE, ILLINOIS
DEPT. AB15

BUY COMPLETE WINDOW UNITS FROM YOUR RETAIL LUMBER DEALER

Members:

ALLMETAL WEATHERSTRIP CO.
2241 N. Knox Ave., Chicago 39, Ill.

BARLAND WEATHERSTRIP MATERIAL CO.
1960 E. 59th St., Cleveland 3, Ohio

CENTRAL METAL STRIP CO.
4343 N. Western Ave., Chicago 18, Ill.

CHAMBERLIN CO. OF AMERICA
1254 LaBrosse St., Detroit, Mich.

DENNIS & CO., W. J.
4444 W. Irving Park, Chicago 41, Ill.

DORBIN METAL STRIP MFG. CO.
2410 S. Cicero Ave., Cicero 50, Ill.

GARDNER WIRE CO.
1325 S. Cicero Ave., Cicero 50, Ill.

MACKLANBURG-DUNCAN CO.
Box 1197, Oklahoma City, Okla.

MASTER METAL STRIP SERVICE
1720 N. Kilbourn Ave., Chicago 39, Ill.

MONARCH METAL WEATHERSTRIP CORP.
6333 Etzel Ave., St. Louis 14, Mo.

NATIONAL GUARD PRODUCTS, INC.
Box 4754, Memphis 7, Tenn.

NATIONAL METAL PRODUCTS CO.
1001 Ridge Ave., Pittsburgh 33, Pa.

NICHOLS METAL STRIP SERVICE
2104 Gilbert Ave., Cincinnati 6, Ohio

REESE METAL WEATHERSTRIP CO.
712 Park Ave., Minneapolis 15, Minn.

SECURITY CO., THE
385 Midland Ave., Detroit 3, Mich.

SOUTHERN METAL PRODUCTS CORP.
921 Rayner, Memphis 6, Tenn.

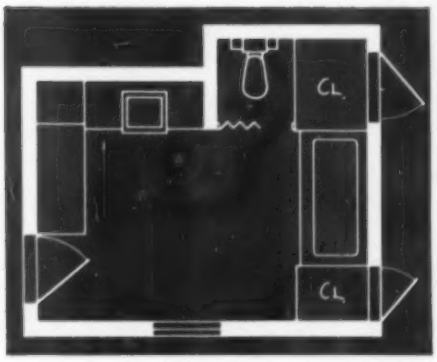
SPANJERS CO., A. J.
1915 N. Lilac Dr., Minneapolis 12, Minn.

WARNICA PRODUCTS
6416 S. Ashland Ave., Chicago 36, Ill.

ZEGERS, INC.
8090 So. Chicago Ave., Chicago 17, Ill.



New bathroom designs to help you sell . . .



Richmond Fixtures for a Colonial Theme!

Notice how the clean, flowing lines of Richmond fixtures blend with the quaint charm of this colonial setting. Yet modern utility and convenience are very much a part of this bathroom. The "hush-quiet" EMPRESS one-piece toilet with its shutter door compartment provides privacy for multi-use; the recessed BRESLIN bathtub provides a wide front seating-rim; the roll-rim COUNTESS lavatory provides the spacious luxury of a vanity. Radiant, warm-toned *Bermuda Coral* with the pine-panelled walls and cabinets give this bathroom its cheerful, cozy informality.

Your customers will be seeing this new bathroom, the third of a series, in leading national consumer magazines. Illustrated in full color, this series is sparking wide interest in bathroom design—vividly demonstrating the full beauty of Richmond fixtures—helping build the consumer brand-acceptance you desire.

Whether you specify, sell or install plumbing fixtures, Richmond's national consumer advertising will help your selling job.

RICHMOND . . . *the complete line of top quality lavatories, water closets and baths. Sold through selected wholesalers.*

RICHMOND
PLUMBING HEATING

Richmond
Radiator Company
Affiliate of
Reynolds Metals Company
Metuchen, New Jersey

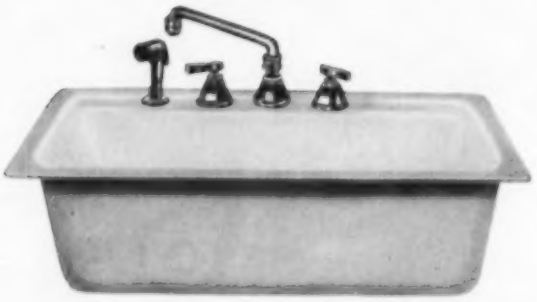
See other side for complete details on Richmond's modern line of enameled cast iron kitchen sinks.

the modern line of enameled cast iron sinks

for every type of installation



Shelton No. 2115 – Double compartment, flat rim with ledge. Sizes: 32" x 21" and 42" x 21". **Sonora No. 2017** – without ledge – 32" x 20", 42" x 22" – **Plus New Size** – 32" x 18".



Stratton No. 2110 – Single compartment, flat rim with ledge. Sizes: 24" x 21" and 30" x 21".



Schanley – Single compartment, single drainboard with ledge-back. Size: 42" x 25". **No. 1550** – Left drainboard. **No. 1552** – Right drainboard.

Sewanee – Single compartment, single drainboard with ledge-back. Size: 42" x 22". **No. 1554** – Left drainboard. **No. 1556** – Right drainboard.

For built-in counters.
Flat-rim sinks with single or double compartments. With or without ledge for deck-type fittings.

For base cabinets.
Ledge-back sinks with single or double compartments, single or double drainboards.

For installations where space is at a premium.
Compact sink and tray combinations—ledge-back and flat rim.

For economical replacements.
Wall-hung roll rim sinks, single drainboards (left or right).

Richmond sinks in rugged enameled cast iron!
Durable cast iron base with easy-to-clean, acid-resisting enamel for lasting beauty.

Richmond sinks in "whiter-white" or decorator colors!
Your choice of "whiter-white" or six modern pastel colors for cheerful, colorful kitchens.

Richmond sinks are sure to satisfy!
Richmond quality kitchen sinks assure customer satisfaction. Specify plumbing fixtures that carry the Richmond guarantee.

Serbin No. 1585 – Double compartment, double drainboard with ledge-back. Sizes: 60" x 25" and 72" x 25".

Servilla No. 1535 – Single compartment, double drainboard with ledge-back. Sizes: 54" x 25" and 60" x 25".

Seymour No. 1537 – Single compartment, double drainboard with ledge-back. Sizes: 54" x 22" and 60" x 22".

Why Richmond Sinks are Easy to Install

We have frequently been asked, "Why do Richmond sinks always measure up right and hold true, without any trouble?" Well, there isn't any real secret about it. It's just this—we have developed a set of test devices which we think are rather ingenious. These are used in *five* careful inspection checks before the Richmond guarantee label is applied as "Accepted." And that's why all Richmond sinks are easy to install.

Sold through selected wholesalers.

RR RICHMOND
Affiliate of Reynolds Metals Company
PLUMBING HEATING

Richmond Radiator Co.
—Affiliate of
Reynolds Metals Co.
16 Pearl Street
Metuchen, N. J.

GENERAL BRONZE PRESENTS

7 ways

to build with an exciting outlook!

1 Add the money-saving advantage of low maintenance ALWINTITE double hung aluminum windows

Every home buyer goes for the money-saving features of ALWINTITE double-hung windows—quality standard of the industry. No painting or other maintenance expense, sturdy construction, built-in weatherstripping, easy finger tip operation. A real selling asset for any house. 35 standard stock sizes with Fin Trim for easy, time-saving installation.



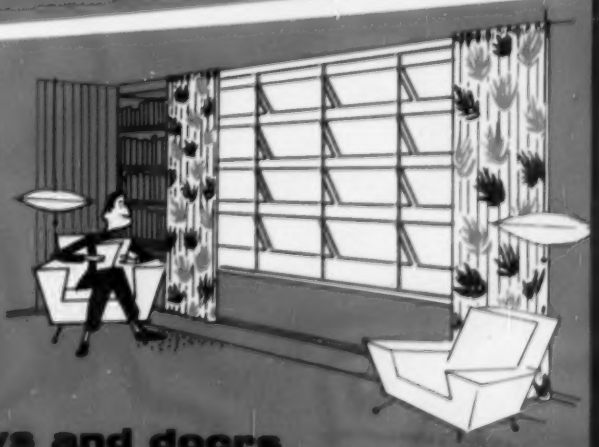


2 Add a touch of tomorrow with ALWINTITE sliding windows

First introduced by General Bronze, the horizontal sliding window is America's most popular window. A quality product in both design and construction. Women love them because they give more light, better ventilation, and more usable wall space. Can be used in many interesting multiple arrangements. 15 stock sizes easily installed in all types of construction.

3 Add the glamour of modern ALWINTITE awning windows

Ideal for a few rooms or a whole house. Strong and sturdy enough for use in schools or hospitals, yet priced low enough for low-cost residences. Features include "Balanced Power" center-sill operator for smooth, easy operation, low-cost maintenance and weathertight seal. In standard and modular sizes with inside screens and storm sash.



GB GENERAL BRONZE CORPORATION

ALWINTITE

aluminum windows and doors

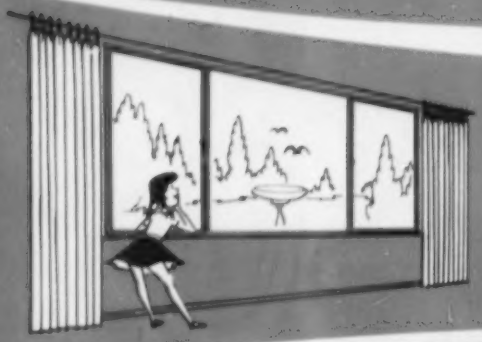
by GENERAL BRONZE CORPORATION

4

Bring outdoor beauty indoors with ALWINTITE viewall windows

Right in keeping with today's trend for larger window areas, this large floor-to-ceiling picture window unit adds interest and beauty to any house. Fixed lights and sliding window vents available in various arrangements. Simple, easy installation.
Available in 1, 2, or 3 unit (3', 6' or 9') widths.





5

Frame a lovely garden view with ALWINTITE picture and picture-slide windows

Add interest and charm to your new houses with large picture windows in most every room. Today's home buyers love these large glass areas. Picture-slide windows have large fixed unit in center and sliding sash units on each side, all in single frame. Fin Trim simplifies installation. 12 standard sizes.

6

Get more "Ohs" and "Ahs" with PAN-O-RAMA sliding walls

These large floor-to-ceiling sliding doors add tremendous appeal to any home. Everybody goes for them. Constructed from strong extruded aluminum, they are completely weatherstripped and glide easily on ball bearing rollers with screen unit in separate channel. Ideal for rooms opening onto porch, patio or terrace.
In widths from 6' to 24' and in heights of 7' and 8'.





7

Save home-buyers added financing problems by including ALWINTITE screens and storms in a single package mortgage

Buyers really appreciate it when you include screens and storm sash by General Bronze with your house, all under a single mortgage—with a single monthly payment. What's more, your mortgage banker (and FHA office) endorse it strongly.

GENERAL BRONZE CORPORATION GB

ALWINTITE ®

To give your houses extra Sales Appeal be sure you include ALWINTITE aluminum windows and doors. Their quality appearance, easy operation, and freedom from painting and other costly maintenance win favor with every home buyer. And they'll save you installation, as well as freedom from expensive service calls.

For complete details see your local ALWINTITE distributor or write direct for our complete catalog. Address Dept. 55 Ins. ALWINTITE DIVISION, GENERAL BRONZE CORP., Garden City, N. Y.

aluminum windows and doors
by GENERAL BRONZE CORPORATION
GARDEN CITY, N.Y.

FREE INFORMATION

About "Products Exhibit in Print"



The postcard below is designed to help the readers of American Builder get further information about the Products Exhibit in Print shown in this issue. This exclusive American Builder feature is published each year in conjunction with NAHB Convention Exhibit.

Keep your product file up to date. Get this FREE information. All you have to do is check the items below and mail the postcard to us. No postage necessary. We will forward your requests to the manufacturer, who will promptly mail you complete data.

Send Me More Information About Items Checked Below

☐ AB15001	☐ AB15044	☐ AB15087	☐ AB15130	☐ AB15173	☐ AB15216	☐ AB15263	☐ AB15291	☐ AB15320	☐ AB15348	☐ AB15376
☐ AB15002	☐ AB15045	☐ AB15088	☐ AB15131	☐ AB15174	☐ AB15217	☐ AB15264	☐ AB15292	☐ AB15321	☐ AB15349	☐ AB15377
☐ AB15003	☐ AB15046	☐ AB15089	☐ AB15132	☐ AB15175	☐ AB15218	☐ AB15265	☐ AB15293	☐ AB15322	☐ AB15350	☐ AB15378
☐ AB15004	☐ AB15047	☐ AB15090	☐ AB15133	☐ AB15176	☐ AB15219	☐ AB15266	☐ AB15294	☐ AB15323	☐ AB15351	☐ AB15379
☐ AB15005	☐ AB15048	☐ AB15091	☐ AB15134	☐ AB15177	☐ AB15220	☐ AB15267	☐ AB15295	☐ AB15324	☐ AB15352	☐ AB15380
☐ AB15006	☐ AB15049	☐ AB15092	☐ AB15135	☐ AB15178	☐ AB15221	☐ AB15268	☐ AB15296	☐ AB15325	☐ AB15353	☐ AB15381
☐ AB15007	☐ AB15050	☐ AB15093	☐ AB15136	☐ AB15179	☐ AB15222	☐ AB15269	☐ AB15297	☐ AB15326	☐ AB15354	☐ AB15382
☐ AB15008	☐ AB15051	☐ AB15094	☐ AB15137	☐ AB15180	☐ AB15223	☐ AB15270	☐ AB15298	☐ AB15327	☐ AB15355	☐ AB15383
☐ AB15009	☐ AB15052	☐ AB15095	☐ AB15138	☐ AB15181	☐ AB15224	☐ AB15271	☐ AB15299	☐ AB15328	☐ AB15356	☐ AB15384
☐ AB15010	☐ AB15053	☐ AB15096	☐ AB15139	☐ AB15182	☐ AB15225	☐ AB15272	☐ AB15300	☐ AB15329	☐ AB15357	☐ AB15385
☐ AB15011	☐ AB15054	☐ AB15097	☐ AB15140	☐ AB15183	☐ AB15226	☐ AB15273	☐ AB15301	☐ AB15330	☐ AB15358	☐ AB15386
☐ AB15012	☐ AB15055	☐ AB15098	☐ AB15141	☐ AB15184	☐ AB15227	☐ AB15274	☐ AB15302	☐ AB15331	☐ AB15359	☐ AB15387
☐ AB15013	☐ AB15056	☐ AB15099	☐ AB15142	☐ AB15185	☐ AB15228	☐ AB15275	☐ AB15303	☐ AB15332	☐ AB15360	☐ AB15388
☐ AB15014	☐ AB15057	☐ AB15100	☐ AB15143	☐ AB15186	☐ AB15229	☐ AB15277	☐ AB15304	☐ AB15333	☐ AB15361	☐ AB15389
☐ AB15015	☐ AB15058	☐ AB15101	☐ AB15144	☐ AB15187	☐ AB15230	☐ AB15278	☐ AB15305	☐ AB15334	☐ AB15362	☐ AB15390
☐ AB15016	☐ AB15059	☐ AB15102	☐ AB15145	☐ AB15188	☐ AB15231	☐ AB15279	☐ AB15306	☐ AB15335	☐ AB15363	☐ AB15391
☐ AB15017	☐ AB15060	☐ AB15103	☐ AB15146	☐ AB15189	☐ AB15232	☐ AB15280	☐ AB25308	☐ AB15336	☐ AB15364	☐ AB15392
☐ AB15018	☐ AB15061	☐ AB15104	☐ AB15147	☐ AB15190	☐ AB15233	☐ AB15281	☐ AB15309	☐ AB15337	☐ AB15365	☐ AB15393
☐ AB15019	☐ AB15062	☐ AB15105	☐ AB15148	☐ AB15191	☐ AB15234	☐ AB15282	☐ AB15310	☐ AB15338	☐ AB15366	☐ AB15394
☐ AB15020	☐ AB15063	☐ AB15106	☐ AB15149	☐ AB15192	☐ AB15235	☐ AB15283	☐ AB15311	☐ AB15340	☐ AB15367	☐ AB15395
☐ AB15021	☐ AB15064	☐ AB15107	☐ AB15150	☐ AB15193	☐ AB15236	☐ AB15284	☐ AB15312	☐ AB15341	☐ AB15368	☐ AB15396
☐ AB15022	☐ AB15065	☐ AB15108	☐ AB15151	☐ AB15194	☐ AB15237	☐ AB15285	☐ AB15313	☐ AB15342	☐ AB15369	☐ AB15397
☐ AB15023	☐ AB16066	☐ AB15109	☐ AB15152	☐ AB15195	☐ AB15239	☐ AB15286	☐ AB15314	☐ AB15343	☐ AB15370	☐ AB15398
☐ AB15024	☐ AB15067	☐ AB15110	☐ AB15153	☐ AB15196	☐ AB15240	☐ AB15287	☐ AB15316	☐ AB15344	☐ AB15371	☐ AB15399
☐ AB15025	☐ AB15068	☐ AB15111	☐ AB15154	☐ AB15197	☐ AB15241	☐ AB15288	☐ AB15317	☐ AB15345	☐ AB15372	☐ AB15400
☐ AB15026	☐ AB15069	☐ AB15112	☐ AB15155	☐ AB15198	☐ AB15242	☐ AB15289	☐ AB15318	☐ AB15346	☐ AB15374	☐ AB15401
☐ AB15027	☐ AB15070	☐ AB15113	☐ AB15156	☐ AB15199	☐ AB15243	☐ AB15290	☐ AB15319	☐ AB15347	☐ AB15375	☐ AB15402
☐ AB15028	☐ AB15071	☐ AB15114	☐ AB15157	☐ AB15200	☐ AB15244					
☐ AB15029	☐ AB15072	☐ AB15115	☐ AB15158	☐ AB15201	☐ AB15245					
☐ AB15030	☐ AB15073	☐ AB15116	☐ AB15159	☐ AB15202	☐ AB15247					
☐ AB15031	☐ AB15074	☐ AB15117	☐ AB15160	☐ AB15203	☐ AB15248					
☐ AB15032	☐ AB15075	☐ AB15118	☐ AB15161	☐ AB15204	☐ AB15249					
☐ AB15033	☐ AB15076	☐ AB15119	☐ AB15162	☐ AB15205	☐ AB15250					
☐ AB15034	☐ AB15077	☐ AB15120	☐ AB15163	☐ AB15206	☐ AB15251					
☐ AB15035	☐ AB15078	☐ AB15121	☐ AB15164	☐ AB15207	☐ AB15253					
☐ AB15036	☐ AB15079	☐ AB15122	☐ AB15165	☐ AB15208	☐ AB15254					
☐ AB15037	☐ AB15080	☐ AB15123	☐ AB15166	☐ AB15209	☐ AB15256					
☐ AB15038	☐ AB15081	☐ AB15124	☐ AB15167	☐ AB15210	☐ AB15257					
☐ AB15039	☐ AB15082	☐ AB15125	☐ AB15168	☐ AB15211	☐ AB15258					
☐ AB15040	☐ AB15083	☐ AB15126	☐ AB15169	☐ AB15212	☐ AB15259					
☐ AB15041	☐ AB15084	☐ AB15127	☐ AB15170	☐ AB15213	☐ AB15260					
☐ AB15042	☐ AB15085	☐ AB15128	☐ AB15171	☐ AB15214	☐ AB15261					
☐ AB15043	☐ AB15086	☐ AB15129	☐ AB15172	☐ AB15215	☐ AB15262					

MAIL THIS ENTIRE CARD - WE PAY THE POSTAGE

PRINT NAME AND ADDRESS

NAME _____

FIRM _____

STREET _____

CITY _____ ZONE _____ STATE _____

HERE'S REAL HELP *for* YOU

PRODUCTS EXHIBIT IN PRINT

Keep abreast of the constant changes taking place in the building field. The new and improved products shown in this issue are designed to help you do a better building job in 1955. Read the pages of this issue with care. Be sure to see your local LUMBER and BUILDING SUPPLY DEALER for all your building needs. If he doesn't carry the products you're interested in, here's a quick, easy way to get complete information. Just check and mail the postcard below. We'll do the rest.

Postage Will Be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY CARD

First Class Permit No. 31775, Sec. 34.9, P. L. & R., Chicago, Illinois

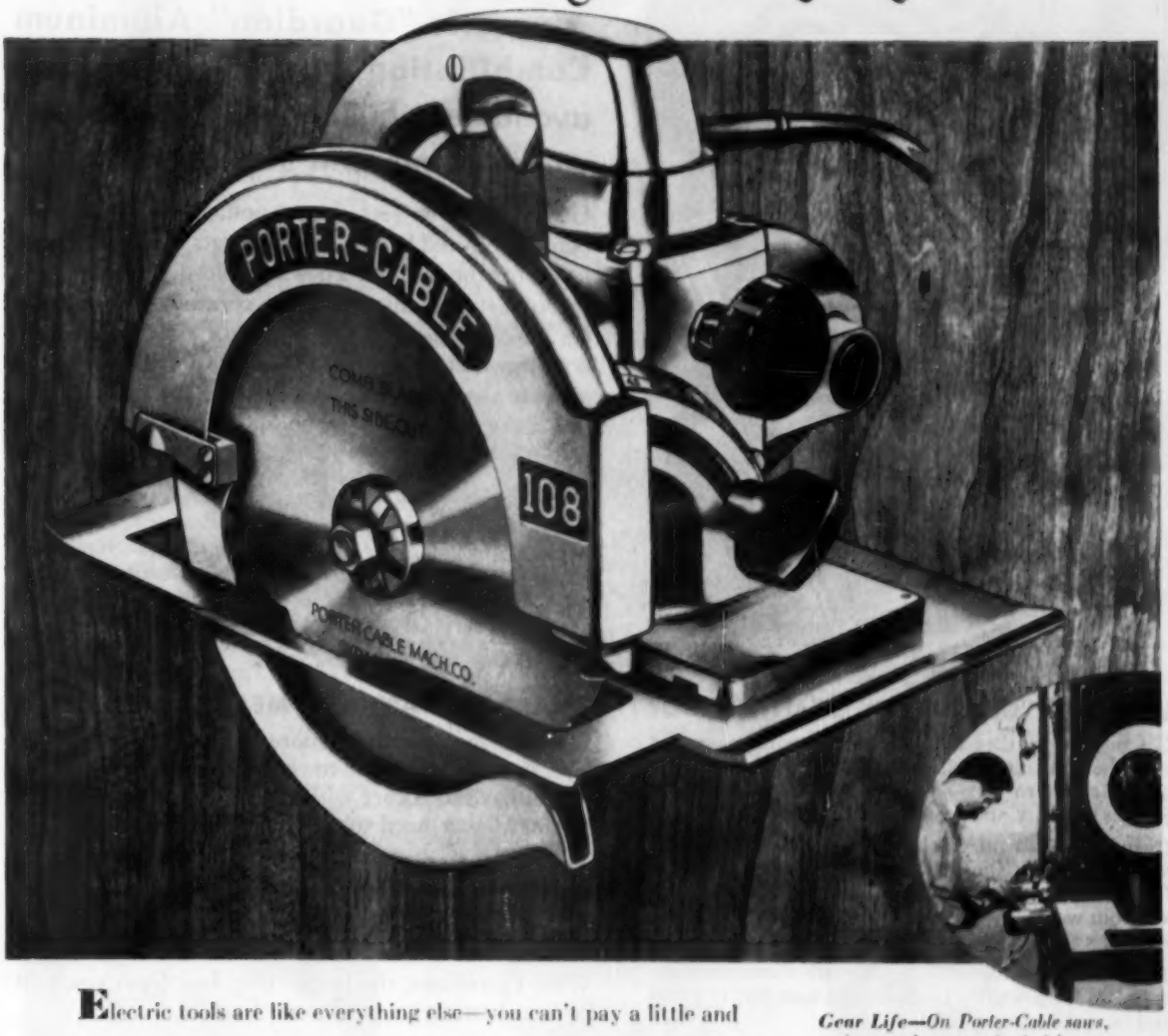
4 cents Postage will be paid by

AMERICAN BUILDER

79 West Monroe St.

Chicago 3, Ill.

Price is what you pay ...Quality is what you get



Electric tools are like everything else—you can't pay a little and get a lot. Good materials, fine workmanship, long-lasting construction all cost money. To bring the price down, something must be sacrificed along the way. Unfortunately there's always the risk that, later on, necessary repairs and replacements will jack-up the over-all cost. Knowing this, it's often wiser—and cheaper—to spend your money for something better in the first place.

Gear Life—On Porter-Cable saws, a rigorous dynamometer test is conducted, to check at intervals the driving gears under extreme conditions. The gears are run continuously for 8 hours under double the rated load. And they are required to stand up under this severe operation cycle:—start, attain speed, enter cut, complete the cut, return to stop. Then, repeat and repeat.

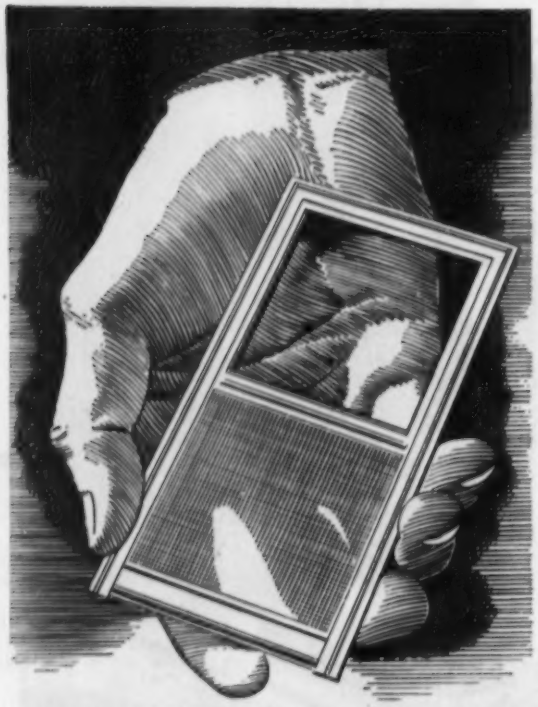
Porter-Cable's Contractor's Special Saw (illustrated) costs $95.00. Ten years from now you'll agree that *quality* costs less in the long run.

Porter-Cable
Quality Electric Tools

PORTER-CABLE MACHINE CO. 3001 N. Salina St., Syracuse 8, N.Y.

Routers • Saws • Belt Sanders • Orbital Sanders • Drills • Planes • Shapers • Chain Saw • Hedgehear • Combination Drill Sander

ALUMINUM COMBINATION STORM SCREEN WINDOWS NOW COST LESS THAN WOOD!



Alumatic "Guardian" Aluminum Combination Windows are now available to builders at less cost* than wood storms and screens complete!

Guardians cost less than wood, because they are being produced by our new Contract Division specifically for the builder. They are sold direct in volume through special distributors to contractors and builders all over the U. S. They are not "stripped down" economy units, but precision-made of "63S" extruded aircraft aluminum. Research, planning, and production have made this low builder cost possible.

• • •

Guardians are produced by the Alumatic Corporation of America, with plants in Milwaukee, Paterson, and distribution centers all over the U. S., and in Canada. Alumatic is a nationally-respected leader in the field of quality aluminum building products — windows, combination doors, screen doors and colorful aluminum awnings.

• • •

WHAT DO "GUARDIANS" MEAN TO YOU?

For one thing, they help you make more money on every home that you sell! For another, they make your homes *easier* to sell — people like the convenience, economy, beauty, and protection of enduring aluminum.

Guardians need no special fitting, and no painting. Since they can't split, swell, or warp, they're perfect for installation while plastering is being done. They keep out weather until the house is dry and your prime windows can be safely installed without re-fitting.

Thousands of homes will be sold with aluminum combination windows this year — make sure they're yours and not your competitors!

WHAT DO "GUARDIANS" MEAN TO CUSTOMERS?

It means that they'll be more satisfied. With Guardians, they'll never have to change storms and screens! Never have to bother with semi-annual changing and storing, never need to climb dangerous ladders.

Your customers will never have to refit and repaint storms and screens, and they'll have practically no upkeep for many years to come. They'll have more leisure time for family and fun.

With Guardians, the homes they buy from you will be more attractive, and more livable.

GUARDIAN ALUMINUM COMBINATION WINDOWS COST YOU LESS . . . HELP YOU SELL MORE!

Send coupon today for prices, specifications, details.

*Based on average costs taken in the midwest in November, 1954.

Alumatic Corporation of America, Contract Division AB-1-55
2081 S. 56th Street, Milwaukee 14, Wisconsin

Please send information on your "Guardian" Aluminum Combination Window.

Firm.....

Name.....

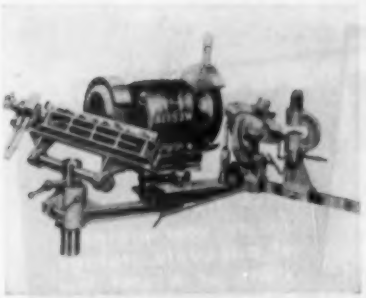
Address.....

City..... Zone..... State.....

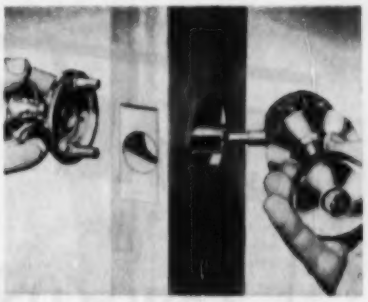
Alumatic
CORPORATION OF AMERICA
Executive Offices: 2081 S. 56th St., Milwaukee, Wis.
PLANTS:
MILWAUKEE 14, WISCONSIN AND
PATERSON 5, NEW JERSEY
ALUMINUM BUILDING PRODUCTS CO., LTD.
WINDSOR, ONTARIO



AB15234 — FLOW REGULATOR VALVE—Bell & Gossett Co., Dept. AB, Morton Grove, Ill. This new valve for automatically controlling the flow of water through a wide range of pressures cannot be easily clogged. The valves find use in tankless heaters, drinking fountains, irrigation sprinklers, condensers, hot water heaters, photographic equipment, pumps, and dishwashers. They are available in ½ and ¾ pipe sizes.



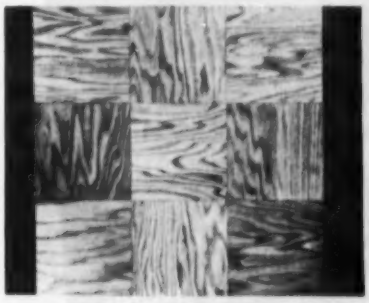
AB15236—CUTTING TOOL SHARPENER—Belsaw Machinery Co., Dept. AB, 315 Westport, Kansas City 11, Mo. This machine sharpens and sets circular saws as well as planer and jointer knives, hand plane irons, wood chisels, and other cutting tools. It will joint, gum, bevel grind, and set all popular types of circular saws from 4 to 28 inches in diameter. In addition, it will sharpen planer and jointer knives up to 24 inches in length.



AB15239—CYLINDRICAL LOCKSET J. Chesler & Sons, Inc., Dept. AB, 41-49 Varick Ave., Brooklyn 37, N. Y. "Reddi-Mount" lockset features a free-wheeling exterior knob which spins when locked, preventing forced entry but permitting automatic unlocking when interior knob is turned. Available in either solid brass or aluminum trim, locksets also feature five-pin cylinder and brass latch. Various backsets can be furnished.



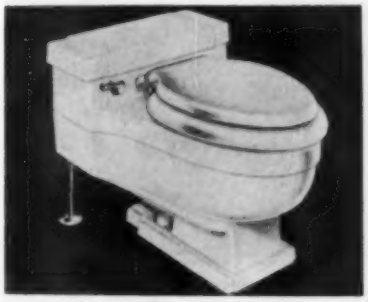
AB15240—MEDICINE CABINETS—Mirro-Chrome Company Inc., Dept. AB, 407 Rider Ave., Bronx 51, N. Y. Latest models in medicine cabinet line feature a chrome-polished, non-rusting stainless steel picture frame. Cabinets are of one-piece box construction with ¼-inch shelves. Noiseless rolling doors have plate glass mirrors. Shelf flexibility is attained with four sliding-type brackets on either side of cabinet.



AB15242 — LAMINATED BLOCK FLOORING—Conner Lumber and Land Company, Dept. AB, P. O. Box 810, Wausau, Wis. Trade-named "Lay-Bloc" this flooring is ½-inch thick and 9x9 inches net on the face. Each block is 3 ply cross-grained with moisture resistant glue. The block flooring is pre-finished in oak, maple, birch, ash, and elm woods. The blocks are recommended over concrete slabs or wood subfloors.



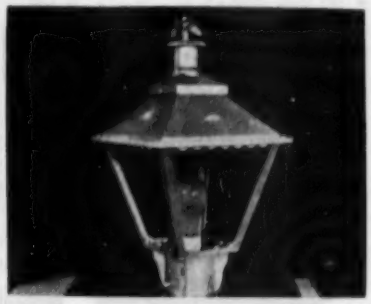
AB15243 — FRAMELESS TENSION SCREENS—The Columbia Mills, Inc., Dept. AB, 428 So. Warren St., Syracuse, N. Y. These screens are made entirely of aluminum with an aluminum 14x18 Alclad mesh. Tension is achieved through two tension lock grips on the bottom rail of the screen cloth and draw it tight against the window frame. The installation is simple. There are only four parts and seven screws. No special tools are needed.



AB15244—STREAMLINED WATER CLOSET—W. A. Case & Son Mfg. Co., Dept. AB, 33 Main St., Buffalo 3, N. Y. This is a quiet flushing, one piece water closet made of vitreous china. The unit has a special design that prevents bowl over-flowing in case children's toys are dropped in it. Because of the height the fixture can be installed in corners, or under stairs or windows. Catalog #1100 gives detailed description and colors available.



AB15262—RAIL FITTINGS—The Hollaender Manufacturing Co., Dept. AB, 3841 Spring Grove Avenue, Cincinnati 23, Ohio. "Nu-Rail" slip-on fittings facilitate quick, easy and economical pipe fitting requiring no cutting of threads, no welding. Plated set screws of hardened steel grip pipe firmly, permanently. Made of an alloy of virgin aluminum, fittings may be used with aluminum, brass, galvanized or black steel pipe.



AB15265 — LAWN POST LAMPS — Independent Products Co., Dept. AB, Goshen 3, Ind., subsidiary Independent Protection Co., Inc., (lightning protection equipment) introduces cast-aluminum lawn post lamps available in frosted or clear double-strength glass, clear lacquer or black satin rust- and weather-resistant finish on hammered aluminum, have all brass and porcelain electrical fittings. Prices: $12.50 to $16.95.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

SIMPLEX folding STAIRWAY

QUALITY
plus
LOW COST



Approved by leading ARCHITECTS, BUILDERS, and LENDING AGENCIES

• SEE OUR DISPLAY, BOOTH 524, NAHB CONVENTION HOTEL SHERMAN, CHICAGO JANUARY 16 THROUGH 20

1 Year Guarantee

Your No. 1 PROFIT-MAKER

SELL MORE HOMES! Assure your prospects of adequate storage space at a cost low enough to satisfy today's budget-conscious home buyers. The Simplex "Balanced Action" Folding Stairway can help your homes move fast for more profits! Its economy . . . ease of operation . . . and durability make Simplex a NO. 1 PROFIT-MAKER for home builders.

NEW
BALANCED SPRING ACTION for EFFORTLESS OPERATION

- SIMPLE AND EASY TO OPERATE. No adjustments necessary.
- RUGGED AND STRONG. Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All hardware fabricated of heavy galvanized steel. All parts secured by bolts and screws—no nails.
- TWO STANDARD SIZES—8'3" and 9'9". For ceiling heights 7'0" to 8'3", use 8'3". For ceiling heights 8'3" to 9'9", use 9'9". Frame made to fit 26" x 54" opening in ceiling.
- SHIPPED IN ONE PACKAGE. Shipping weight 8'3", 52 pounds; 9'9", 56 pounds.
- MANUFACTURED IN PRECISION'S MODERN PLANT.

WRITE FOR ILLUSTRATED FOLDER TODAY!
DEALER INQUIRIES INVITED

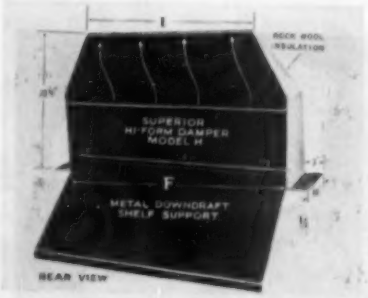
PRECISION PARTS CORP.
400-AB NORTH FIRST STREET • NASHVILLE 7, TENNESSEE



AB15110—FIBERGLASS PANELS—Chemold Co., Dept. AB, 2000 Colorado Ave., Santa Monica, Calif. Said to be the largest ribbed fiberglass panels on the market, standard unit measures 32⅞ x 24 inches and a new "kingsize" panel, 48$^{15}/_{16}$ x 36 inches. Press-molded and available in a variety of colors in both flat and ribbed shape, translucent panels have "tapered overlap" feature for perfect fitting.



AB15111—SCREW ANCHOR EXPANDERS—Greenlee Tool Co., Dept. AB, Rockford, Ill. Answering the problem of installing anchors in all types of masonry walls, this new expansive screw device sets quickly, accurately and securely, regardless of thickness of masonry, by striking head of the expander with a hammer until anchor's lead sleeve is secured in wall. Made in three sizes at $3.25 each.



AB15113—FIREPLACE DAMPER—Superior Fireplace Co., Dept. AB, 1708 E. 15th St., Los Angeles 21, Calif. Adaptable for openings on front and sides, or front and back, this damper is said to assure proper and easy masonry construction around the most important part of the fireplace—the throat. Hinged damper doesn't swing back beneath chimney flue, but acts as a buffer to return downdraft wind currents back up the chimney.

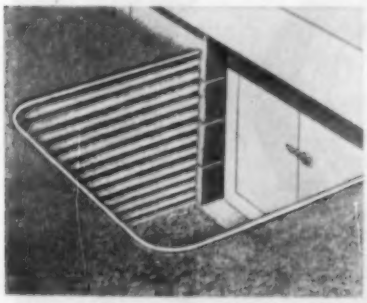
♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



AB15121—BUILT-IN RANGES—Suburban Appliances, Dept. AB, Chattanooga, Tenn. "Suburban" 1955 line incorporates these improvements: a 3000-watt extra broiler on electric models; a new silent operating broiler arrangement on both gas and electric models; new "Mini-pilot" fully automatic oven ignition on gas models; new griddle units which blend with redesigned surface units.



AB15130—FOLDING DOOR—Panelfold Doors Inc., Dept. AB, 122 June St., Dayton, O. Accordion-type "Panelfold" closures are said to have strength and pleasing warmth of solid wooden doors, but many times the adaptability. Doors are made of solid wood panels with matching or harmonizing vinyl connectors. Overhead "Hush Glide" travels on nylon wheels, hardware is rustproof aluminum or stainless steel.



AB15134 — STEEL AREAWALLS — Saint Paul Corrugating Co., Dept. AB, South End Wabasha Bridge, St. Paul 1, Minn. '55 additions to "Lux-Right" line are 2 square-type areawalls that permit doors, windows to swing wide open. "Accessway" model above was introduced for crawl space installation, permits workman to reach pipes, drains, etc. New "Casement" areawall was designed for basement rooms, hill or cliffside structures.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

PRECISION folding STAIRWAY

QUALITY plus Sales Features



NO OTHER STAIRWAY OFFERS SO MUCH!

★ DESIGNED FOR TODAY'S HOMES—engineered for safety and ease of operation. Thousands of home builders across the nation have installed this quality salesmaker in their homes for quicker sales and more profits. Seven exclusive features plus Precision's big five-year guarantee have made Precision America's No. 1 Stairway.

SEVEN SALES FEATURES

1—HYDRAULIC SAFETY CHECKS—prevent slamming of stairway on opening and closing; shut stairway door tightly and ease stairway into open or shut position quietly and safely.

2—ACTUATED BY COUNTERWEIGHTS—cleverly engineered, they close the stairway tightly every time. No springs to weaken; no adjustments necessary.

3—LIFE-TIME ROLLER BEARINGS—make operation noiseless and practically effortless.

4—RUGGED AND STRONG—all parts are secured by bolts and screws. Superior design assures long life and dependable service under constant use.

5—INSULATED DOOR PANEL—saves fuel in winter by preventing loss of heat to the attic and keeps out summer heat from the room below.

6—FULL WIDTH SAFETY TREADS—protect each step, add to appearance, and assure a safe footing.

7—FITS ANY CEILING HEIGHT—graduations on runners facilitate cutting off for different ceiling heights and insure a saving on both installation time and cost.

TWO STANDARD SIZES: 8'9" and 9'9". For ceiling heights 7'0" to 8'9", use 8'9". For ceiling heights 8'9" to 9'9", use 9'9". Figure from finished floor to finished ceiling—not floor to floor.

Frame fits 26" x 54" opening in ceiling; also 30" x 54" (special) at extra cost.

LISTED IN SWEET'S

Approved by leading ARCHITECTS, BUILDERS, and LENDING AGENCIES

● **SEE OUR DISPLAY, BOOTH 524, NAHB CONVENTION HOTEL SHERMAN, CHICAGO JANUARY 16 THROUGH 20**

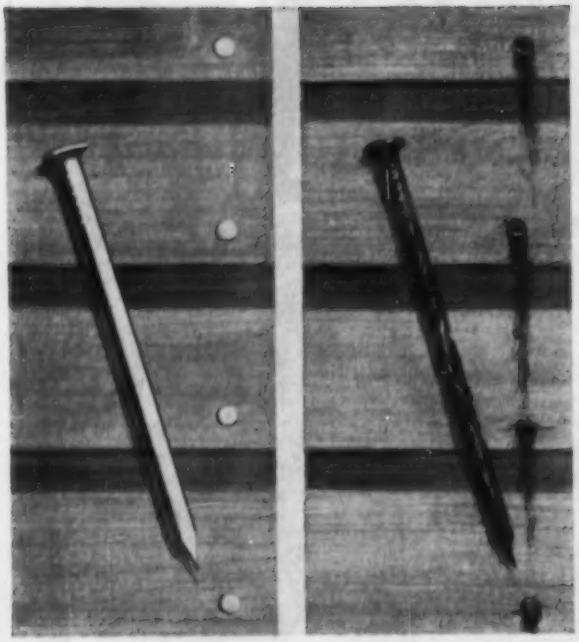
5 YEAR *written* GUARANTEE furnished with each unit

STOCKED BY 130 LEADING JOBBERS IN THE U. S. A. AND CANADA

PRECISION PARTS CORP.

400-AB NORTH FIRST STREET ● NASHVILLE 7, TENNESSEE

HOW TO BUILD



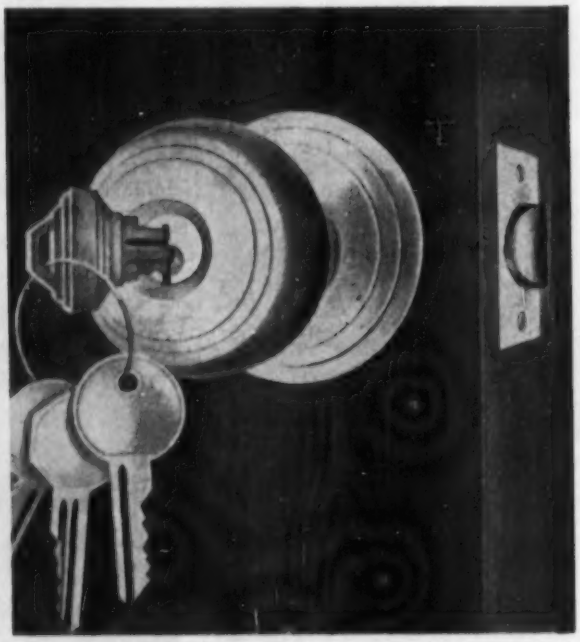
Aluminum nails add sales appeal because they never "rot out"... never cause ugly red rust streaks on siding to mar exterior beauty.



Aluminum wall tile adds sales appeal because it won't chip or crack. Won't rust. Modern flat appearance. Light in weight and easy to install.



Aluminum foundation vents add sales appeal because they require no painting or other maintenance. Never develop ugly red rust stains.



Aluminum locks and keys add sales appeal because their bright, modern appearance is a credit to any house. Tough, solid aluminum lasts a "house-time."

SALES APPEAL INTO YOUR HOME!



Aluminum shower doors add sales appeal because they maintain their shining good looks under hardest usage. Corrosion-resistant. No rust stains.



Aluminum garage doors add sales appeal because their light weight makes them easy to open and close. Clean, handsome appearance. Strong, durable.

YOUR speculative houses are *easier to sell* when you use *aluminum* building products. That's because aluminum products are usually associated with quality houses.

Among aluminum's advantages are light weight, strength, corrosion resistance, economy, modern beauty.

As a basic producer of aluminum, we do not make any of the products shown here. Our efforts are put behind the job of serving manufacturers—to help improve their products and reduce costs.

Engineering assistance is available from our qualified aluminum engineers. Or for names of building products manufacturers who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office,* Palmolive Bldg., Chicago 11, Illinois; *Executive Office,* Kaiser Bldg., Oakland 12, California.



Kaiser Aluminum

setting the pace—in growth, quality and service

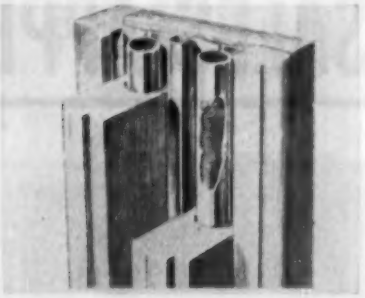
Kaiser Aluminum helps build demand for aluminum building products like these through consistent, colorful advertising in national magazines like *Saturday Evening Post* and *Time*.



AB15329—NEW PORTABLE HEATER—Western Metal Specialty, Dept. AB, 1211 N. 62nd St., Milwaukee 13, Wis. Simplex Portable Hot Blast Heater is new unit generating intense blue flame, (smokeless, sootless) at 75,000 BTU an hour—up to 9 hours on one filling. Operates on kerosene and compressed air, requires air pressure of 65 lbs. Safety Automatic Fuel Shut-Off Control shuts off fuel if flame is interrupted.



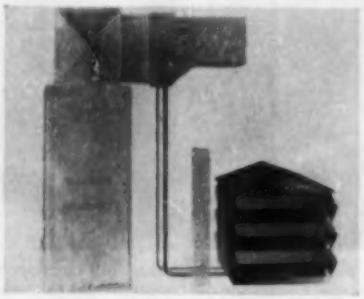
AB15331—24-INCH SINGLE DRUM SANDER — Woodworkers' Tool Work, Inc., Dept. AB, 222 So. Jefferson St., Chicago 6, Ill. This non-oscillating 24-in. Drum Endless Bed Sander is 24 in. long 14 in. diameter, felt covered, spring-action lock keeps sandpaper tight. Has rate of feed 15 to 30 feet per min. Takes material to 6 in. thick or short pieces 16 in. long. 3 Hp motor, 220 Volt 3 Ph. or 110/220 Volt, Single Ph.



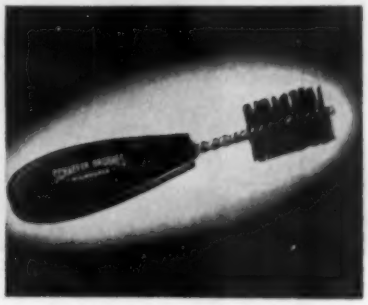
AB15333 — SASH BALANCES — The Weatherproof Products Corp., Dept. AB, P. O. Box 8498, Kansas City 14, Mo. "Silent Glide" sash balances are installed with Triple Seal one-piece weatherstrip. Springs operate in an aluminum tube that is lined with heavy rayon velour, eliminating metal-to-metal contact and operation noise. The weatherstrip holds sash firmly, both seals and eliminates rattle.



AB15375 — OUTDOOR LIGHTING FIXTURES—Lightolier, Inc., Dept. AB, Jersey City 5, N.J. Added to their already famous line of highly styled lighting fixtures is a new line of outdoor fixtures that blend with today's architecture. Eight new styles are fresh and appealing. Included are dramatic contoured lamps for the split level or modern, lanterns for the Cape Cod and simple shapes for the ranch house. The lights are priced from $7.75 to $26.50.



AB15377—WATERLESS AIR CONDITIONER—The Williamson Heater Co., Dept. AB ,3500 Madison Rd. Cincinnati 9, Ohio. This new waterless air conditioner provides efficiency equal to that of water-cooled condensing units, according to the manufacturer. The unit incorporates an outdoor condensing coil and an insertable type cooling coil. The unit comes in 2, 3, and 5 h.p. sizes. Compressor is guaranteed for 5 years.



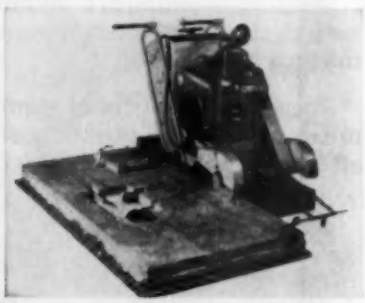
AB15395—COPPER TUBE FITTING BRUSH—Morrison-Greene-Seymour, Inc., Dept. AB, 1324 West Wisconsin Ave., Milwaukee 3, Wisc. The new series of Schaefer copper tube fitting brushes are in sizes to fit all tubing, with a couple of turns, thoroughly clean out inside of tubes and fittings, help to avoid cut and scratched fingers, permit more secure, leakproof connections. Made of rust-proof stainless steel wire.



AB15396 — WATER SOFTENER — Culligan Inc., Dept. AB, Northbrook, Ill. The Culligan cabinet-type home-owned water softener is styled to match appliances. All controls are concealed under top panel which provides 3½ sq. ft. of table-top working surface, makes unit an accessory to utility or laundry room. Unit is 36 in. high, will provide soft water for as long as 4 weeks between regenerations.

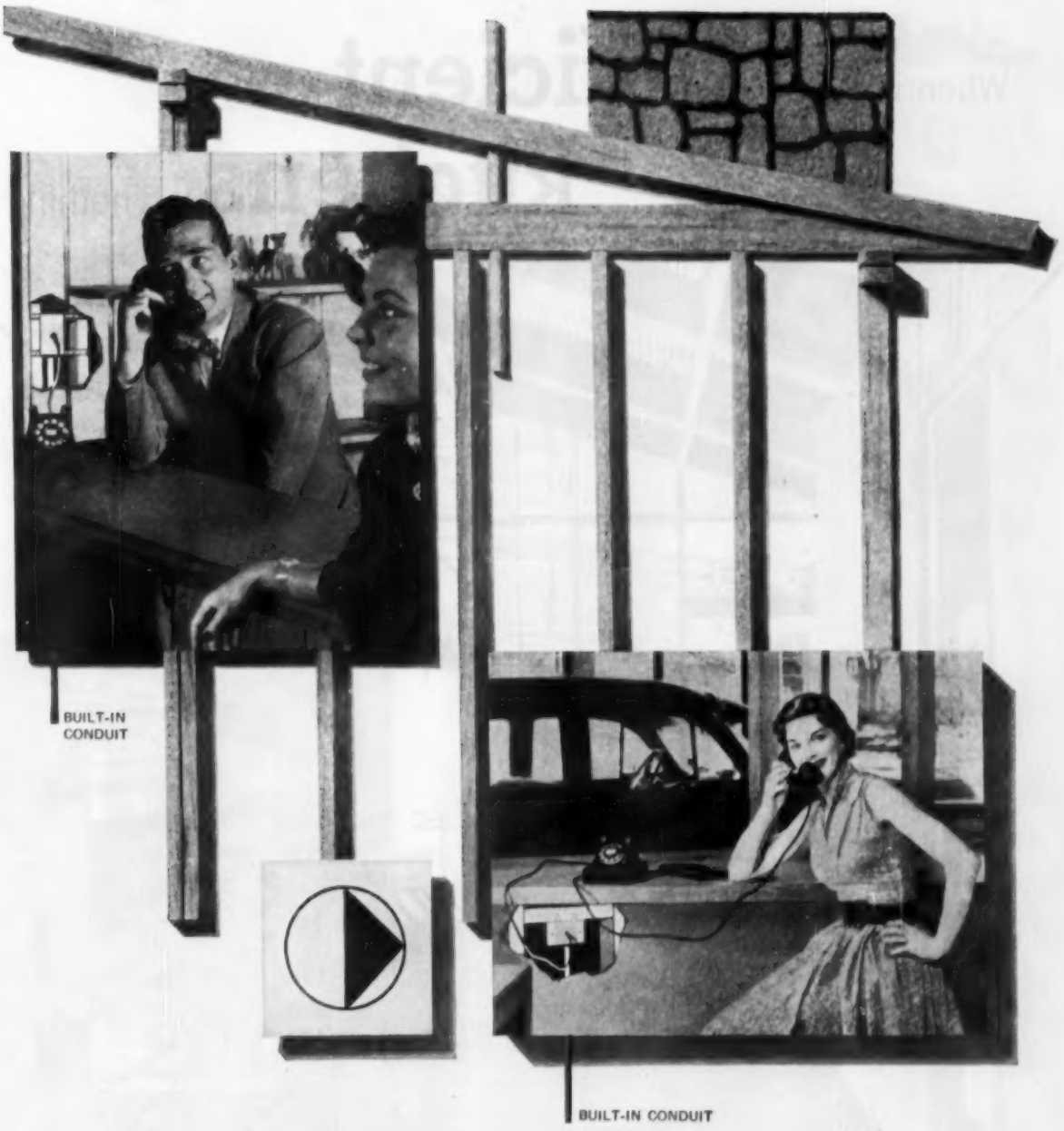


AB15399 — TABLE TOP ELECTRIC WATER HEATER — Combustion Engineering, Inc., Dept. AB, 911 West Main St., Chattanooga 1, Tenn. The new deluxe Heatmaster table top water heater has top connections and a new back design that mean fast installation. One of largest table top heaters, it holds 52 gal., is 24 in. square, 36 in. high. Tank is electric-welded —no threaded water connections.



AB15109—CONCRETE SAW—Clipper Mfg. Co., Dept. AB, 2800 Warwick, Kansas City 8, Mo. Model C-250 above is posed to illustrate various applications: cutting contraction joints, machinery bases, repair patches, trenches for conduit, sewer pipe, air and gas lines. Self propelled for continuous heavy duty, saw speed is adjustable—zero to 12 feet a minute. Two-wheel drive holds saw on true course.

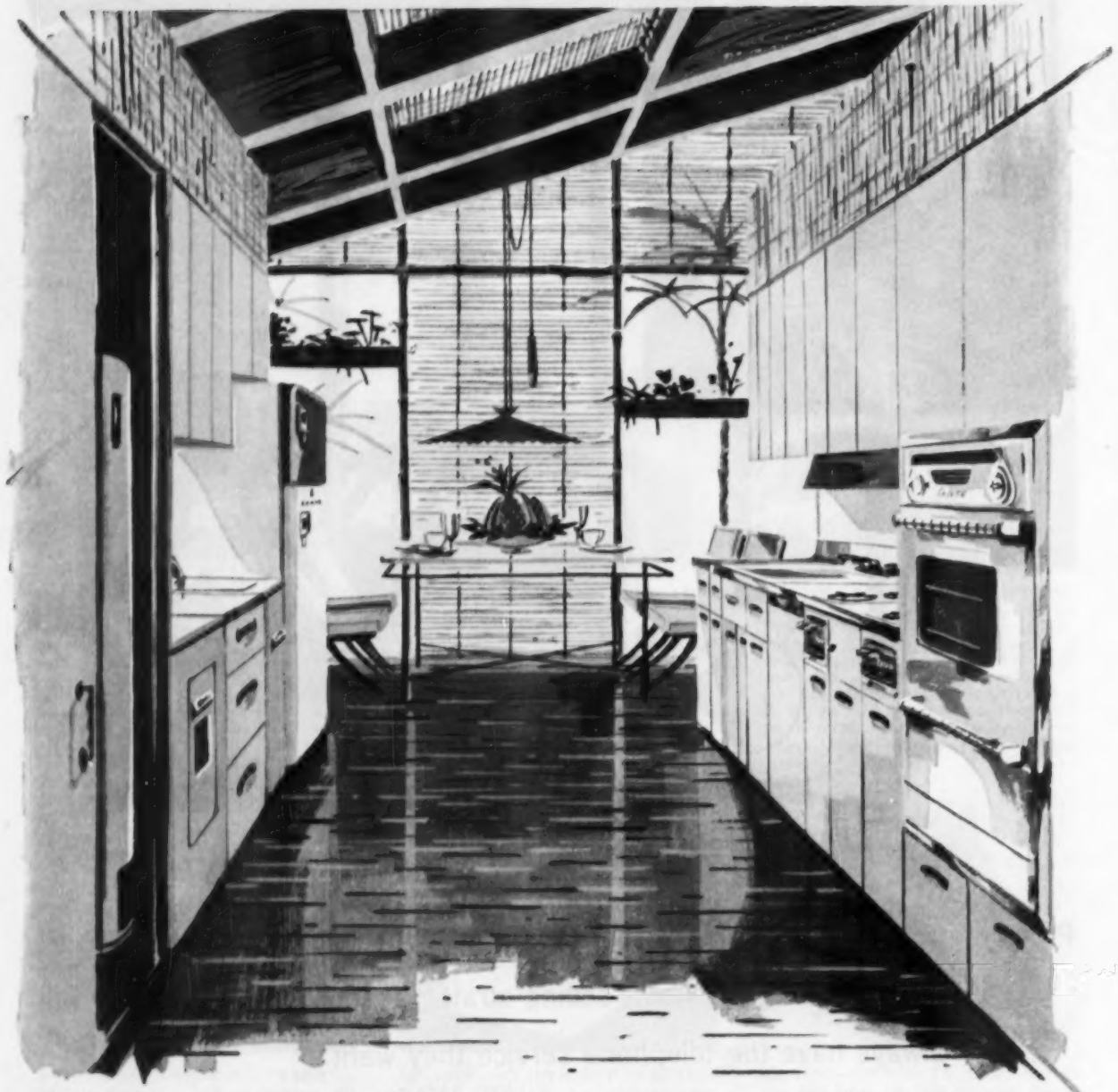
♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



Providing for enough telephone outlets in the right locations is good home-selling strategy. And it means buyers will always have the telephone service they want where they want it—with telephone wires concealed.

Your Bell telephone company will be glad to help you work out economical conduit installations. Just call your nearest business office. **BELL TELEPHONE SYSTEM**

When it comes to **efficient kitchens** ... nothing



Gas has speed, economy and flexibility—all the advantages that make it an extremely efficient fuel. Now you can get it — now you can offer it to your prospects — in the kind of appliances that spell immediate and recognizable efficiency to the housewife. The new Gas ranges light, time and cook automatically. The new Gas refrigerators have automatic ice-makers. Most important of all, you now have an excellent choice of automatic **Gas separate range units.**

Survey after survey proves women love these units. They love the no-bend, no-stoop of the oven. They love the usable under-the-counter space the range top gives them. They love the way the units become a built-in part of the kitchen. More and more builders are using such units to sell their medium-priced homes. Put *your* best foot forward by building New Freedom Gas Kitchens* with your choice of popular, automatic **Gas separate range units.**

*Reg. A. G. A.

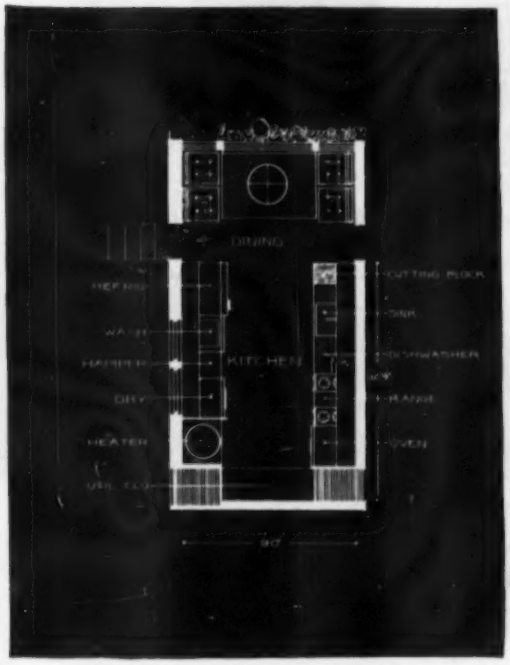
makes as much sense as Gas

This New Freedom Gas Kitchen was especially designed for efficiency. Separate range units are made to "CP" standards by the **Caloric Stove Corp.** The noiseless **Servel** Gas refrigerator (with a 10-year warranty and no moving parts to wear) has the now famous automatic ice-maker. The **Republic Steel** cabinets house pots, pans and utensils in small, separate "work centers."

Don't miss the New Freedom Gas Kitchens in the Normandie Lounge and the lower exhibit level of the Conrad Hilton and the mezzanine of the Sherman at the NAHB Convention, Chicago, Jan. 16-20.



Rheem Coppermatic automatic Gas water-heater.





Hamilton automatic Gas clothes dryer with matching automatic washer.

A fast-recovery water-heater is vital for today's homes . . . thanks to larger families, more bathrooms, automatic dishwashers and automatic clothes washers. (The latter uses 20 gal. of hot water for each washing cycle.) Gas water-heaters are 3 times faster than any other kind run by an all-automatic fuel. Another appliance that is getting more and more vital is the clothes dryer. Many women even rate it ahead of the washer because it saves the hardest part of wash-day—the hauling and hanging. A number of manufacturers offer dryers in a choice of 2 fuels. However, professional launderettes prefer Gas for its speed and economy 30-to-1. If you can't supply dryers, rough in the outlet and the vent and include feed lines so the customer can choose Gas. She'll thank you for it.

AMERICAN GAS ASSOCIATION

Your local Gas company will be happy to work with you on any problem.

Only Gas

does so much—costs so little

GAS—THE MODERN FUEL FOR AUTOMATIC COOKING...REFRIGERATION...WATER-HEATING . . . HOUSE-HEATING . . . AIR-CONDITIONING . . . CLOTHES-DRYING . . . INCINERATION.

Visit us at the NAHB Show
Booths No. 68-69
at the Conrad Hilton Hotel



Roof Decking in 4 thicknesses—applied on rafters 16", 24", 32" or 48" o.c. Live load 200 lbs. per sq. ft.

Weatherproof
HOMASOTE

—now available in new sizes, thicknesses and densities

The oldest and strongest insulating-building board on the market is now available in a wide variety of sizes, thicknesses and densities—to meet every requirement for the sheathing of roofs, sidewalls and floors... for exterior finish ...for interior finish of walls and ceilings... for the decking of flat, mono-slope, sloped and pitched roofs... for underlayment under wall-to-wall carpeting, ⅛" linoleum, Vinyl and plastic tile... for the making of products as varied as swing-up garage doors, chests and bookcases. In every form, Homasote is weatherproof and crackproof.



Striated and Wood-Textured panels—for interior or exterior finish; 8' lengths, 16", 32" and 48" widths.

In its 1⅝₃₂" and 2⅛₃₂" thicknesses, it is available in sizes up to 8'x14'; in the other thicknesses, it is normally provided in the sizes most convenient for each particular application. In all forms, it can also be supplied—to your order—in special sizes and/or shapes.

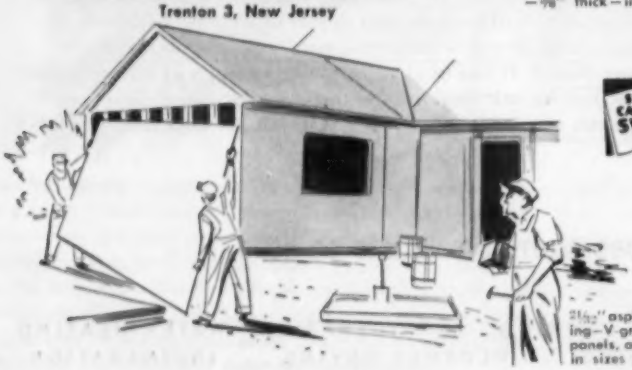
This material is highly moisture-resistant. When a small amount of water is poured on a piece of Homasote, a bubble forms as shown in the illustration. Allowing only for an extremely dry room, the bubble is essentially unchanged the next day. A good many customers have found this a convincing demonstration.

We would like to send you a sample piece of Homasote for you to test for its weatherproof qualities—for nail-holding, sound-deadening and any other test that has a bearing on your immediate requirements. We will also send you detailed specifications literature covering all Homasote Boards. Please address your inquiry to Department A-10.



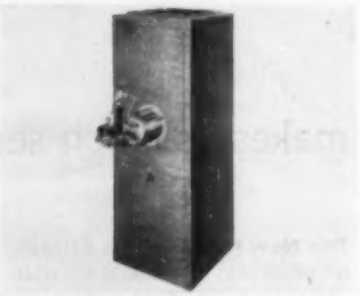
Resilient Underlayment Panels —5/16" thick—in 4' x 4' units.

HOMASOTE COMPANY
Trenton 3, New Jersey



2⅛₃₂" asphalt-free Sheathing—V-grooved in 2' x 8' panels, and (not grooved) in sizes up to 8' x 14'.

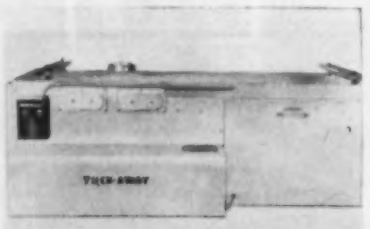
SEE OUR CATALOG IN SWEET'S



AB15135—GAS-FIRED FURNACE—Roberts-Gordon Appliance Corp., Dept. AB, Buffalo 6, N.Y. "Hi-Boy" model is 20" square, 53" high, has new tear-drop airfoil combustion chamber designed for more even heat distribution, and multi-boiler tube heat exchanger that provides greater heating surface. A.G.A. approved, unit has 84,000 Btu input, 67,200 output. Solid base of furnace eliminates need for grouting.



AB15136—TILE CUTTER—J. M. J. Industries Inc., Dept. AB, 226 Centreville Ave., Belleville, Ill. Youngest and smallest addition to the J. M. J. line of plastic wall tile cutters measures only 13 x 5½ x 3", weighs 3 pounds. It cuts all sizes of tile from the scale and calibrated squaring edge, has countour grooved lower blade. Cutting blades are replaceable. Device can be mounted on board with two screws; cuts field, half and trim.



AB15137—HORIZONTAL FURNACE—Perfection Stove Co., Dept. AB, 7609 Platt Ave., Cleveland 4, O. New "Tuck-Away" gas-fired models have Btu input capacities of 60,000 to 140,000, are suited for attic and suspended ceiling installations, or any situation where space is at a premium. Control assembly can be mounted on either side of cabinet; unit has dual flue outlets. Delivered as complete packaged units, including thermostat.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



Another New **Westinghouse Dishwasher** gives that "custom matched" appearance to your kitchens!

This new Under-Counter model DWD, only 24" wide, has all the outstanding features and performance that builders have admired in the popular DWC (contour front) models. The DWD's flat front lines up with kitchen base cabinets in those installations where that is desirable.

These Westinghouse Dishwashers not only wash and dry dishes sparkling clean but *sanitize* them in water guaranteed by the Dishwashers to be of *germ-killing* temperatures. Just think how that sales feature alone will interest house prospects.

All models have pump-operated drains. A special Y-tail pipe is provided for making a simple, inexpensive connection to the sink drain line.

Get information on these and other Westinghouse Appliances from you distributor, or write direct.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

BETTY FURNESS SAYS: "I'll be at the NAHB Exposition to show you our new, exciting appliances. Look for me at the Westinghouse exhibit, Hotel Conrad-Hilton, Tuesday, January 18."



Makers of Refrigerators • Home Freezers • Ranges • Laundromats • Clothes Dryers • Dishwashers • Water Heaters • Vent Fans • and Food Waste Disposers

YOU CAN BE SURE...IF IT'S Westinghouse

Visit booths 166 & 167
(Conrad Hilton)
at the NAHB show
in Chicago, to hear how—

Features of the future today give increasing value to the modern franchise!

Styling excellence, exclusive features of dramatic appeal, fine craftsmanship, and quality materials are attracting crowds of prospects to Modern Homes builder-dealers' model houses.

The trend to quality homes, now becoming more and more apparent, has been from the beginning Modern's design and production philosophy. The increasing successes of franchised Modern Homes builders bear it out.

Builders interested in quality as well as volume profits—searching for a volume source of homes for their most select areas—have found their answer in these fine models. And new, exclusive features originating in Modern's Research and Product Development Department have these builders looking to still greater successes in 1955.

There may still be a franchise available in your area. Won't you visit our booths in Chicago, to discuss with us the advantages to you of a Modern Homes association? *Modern Homes Corporation, 14507 West Warren Avenue, Dearborn, Michigan.*



1. Styling leadership—Whatever the orientation on a lot, Modern Homes have the look of smartness and quality that only full-time architectural development can achieve. The low, long look, the low-pitched roof with its wide overhang are now Modern trade-marks.



2. Exclusive features—Modern Homes' Research and Product Development Department has introduced entirely new sales-sparking features to residential building—including the widely heralded power windows (above), acoustical ceilings, Klear-Span steel floor system.



modern homes

MODERN HOMES CORPORATION • DEARBORN, MICHIGAN PORT JERVIS, NEW YORK



3. Quality emphasis—Modern Homes are designed for quality builders . . . fabricated with precision, of the finest materials. To help the builder follow through with this emphasis, Modern helps train erection crews, helps plan sites, helps achieve effective color styling.



4. Advertising appeals—In *Living for Young Homemakers, Better Homes and Gardens, Small Homes Guide,* dramatic and convincing Modern Homes advertising is designed to add powerful prestige—the reputation for excellence that influences discriminating buyers.



5. Open House promotion—With newspaper mats, radio and TV scripts, signs, photographs, displays, and de luxe literature, Modern Homes helps the franchised builder-dealer make Modern's styling, features, and quality pay off where most important: *in profitable sales.*



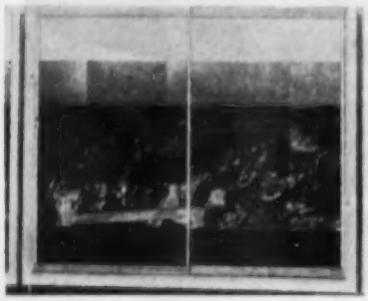
AB15248 — POWER DRIVE CONCRETE SAW—Eveready BrikSaw Co., Dept. AB, 1509 S. Michigan Blvd., Chicago 5, Ill. This concrete saw is designed to cut both concrete and asphalt. The saw has a power drive unit that makes it self propelled. Features include an hydraulic power lift that draws the blade straight out of the cut. Blade alignment which keeps the blade cutting vertical no matter what the base path might be.



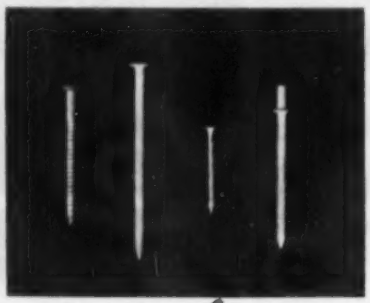
AB15140—SASHLESS WINDOW—Ernest Pierson Co., Dept. AB, 4100 Broadway, Eureka, Calif. Having no hardware except a pull-latch that locks open or closed glass firmly in place, low-cost window consists merely of two panes of 3/16 in. crystal glass sliding in a frame of 2 x 6 in. redwood. Frame has inside trim for wallboard or plaster—outside for siding or stucco. Twenty-three sizes are available by combining standard units.



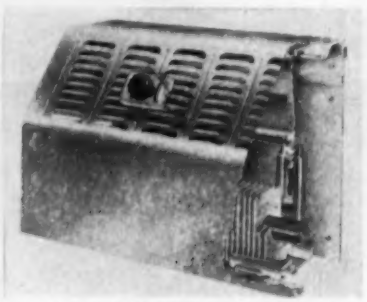
AB15267—FRONT END LOADER—The Jaeger Machine Company, Dept. AB, Columbus 16, Ohio. The Jaeger "Load Plus" 1 cu. yd. front-end loader (Model LP-100), shown here, is furnished standard with torque converter, power steering, and double-acting hydraulic rams. It has 5,000 lbs. static load capacity and a 14-ft. turning radius, 12-in. ground clearance, 5 forward speeds to 18.7 mph, 5 reverse speeds to 28.2 mph.



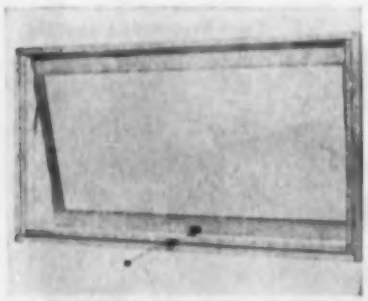
AB15273—SLIDING GLASS DOOR—Lanai-Patio Sliding Door Company, Dept. AB, 9015 Wilshire Blvd., Beverly Hills, Calif. The All Vision Lanai-Patio sliding door has vertical members of extruded aluminum, hardwood Ash top and bottom rails, 1½ in. diameter sealed stainless steel ball-bearing sheaves, cadmium-plated steel track, removable sliding sections, tracks for sliding screens, is completely weatherstripped.



AB15259 — SPECIAL THREADED NAILS—John Hassall, Inc., Dept. AB, Westbury, Long Island, N. Y. The greater holding power of threaded nails solves many building problems. Pop-outs can be eliminated in dry wall construction by the use of threaded wallboard nails. Other types of threaded nails include siding and shingle nails, acoustical tile nails, linoleum underlay nails, masonry nails and underlay floor nails.



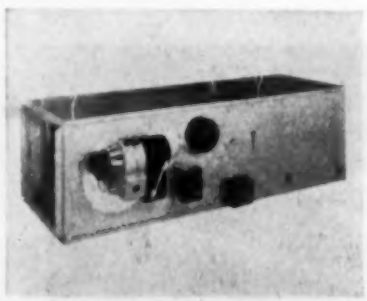
AB15269—BASEBOARD HEATING—Kritzer Radiant Coils, Inc., Dept. AB, 2901 Lawrence Ave., Chicago 25, Ill. The new Kritzer slope top baseboard is a high-capacity baseboard for hard-to-heat areas, has a slope top designed for greater convection-radiation. Has patented damper and control, adjustable coil support bracket. Damper is manually operated helping to regulate heat output from any point in baseboard run.



AB15138—AWNING WINDOWS—Etling Window, Dept. AB, 26 Huston St., Barberton, O. Newly introduced line of awning-type windows can be installed singly, in ribbons or stacked. Equipped with either a gear operator or 2-point folding push bar, units come in wide size range with choice of single glazing, removable double glazing, "Twindow," or louvers. Frames are Ponderosa Pine or California Redwood; include Fiberglas screen panel.



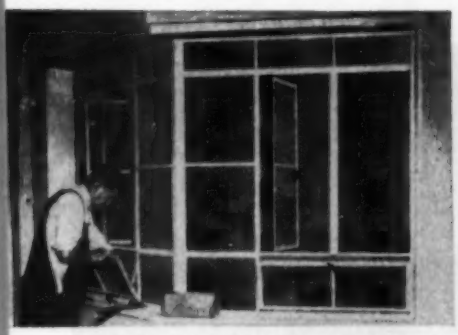
AB15139—SUBMERSIBLE PUMP—F. E. Myers & Bros. Co., Dept. AB, 923 S. Orange St., Ashland, O. Operating completely under water, pumps come in ½, 1, 1½, 2 and 3 horsepower sizes for wells as deep as 275 feet. Capacities range as high as 2,950 gallons an hour. Attached to single pipe, multi-stage centrifugal pump pushes water to surface through same pipe that holds it. Pump also can be lowered into 4-inch well casing.



AB15272—HORIZONTAL FURNACE—Kaustine Furnace & Tank Corp., Dept. AB, Perry, N. Y. Horizontal model OH125, shown here, is suspended unit for heating buildings where floor space is limited, has combustion chamber and radiator of all-welded steel "Tear Drop" design presenting 35 sq. ft. of heated metal to air stream with chrom steel fire box liner, burner and all controls are on front of furnace for easy service.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

SEVEN reasons why STEEL WINDOWS were selected for New York Housing Development



▲ Mr. Fred. Wohlfert, Eastern Steel Sash Co., puts the finishing touches to one of the 24-light corner-angle living room windows. These windows measure 3'11" along one side of the angle and 4'11" along the other, and 4'9" high.

• Mr. Seymour Kaplan, superintendent for General Contractors, S.S. Silberblatt, Inc., lists the reasons why steel windows were chosen for the Forest Houses development. "First," says Mr. Kaplan, "their cost. Steel windows are definitely less expensive than windows of other materials. Second, ease of installation. Steel windows go in in no time. Normally a three-man crew would finish an entire floor—56 to 62 windows—in four hours. Third, strength. Steel windows can take a beating; don't require kid-glove handling.

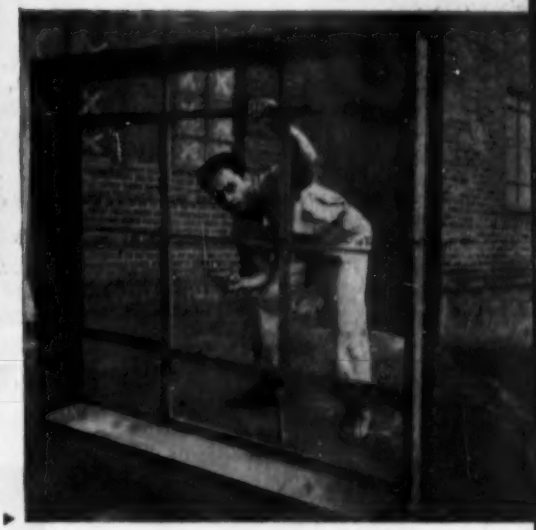
"Next," continues Mr. Kaplan, "we like their wearability. These steel windows will really wear; and are an important part of the complete fire-proofing program for the buildings. Fifth, storm-resistance. I've never heard of any storm damage to any steel windows. Sixth, repairs. On-the-job repairs are simple, inexpensive and few-and-far between. And seventh, manpower. Steel windows require fewer manhours to install, and don't need highly skilled labor. With all these good reasons, it's no wonder we used steel windows," finishes Mr. Kaplan.

More and more steel windows are coming to be the first choice of architects, builders, property owners and managers for large jobs like this. For steel is the more sturdy, versatile material for window construction. No matter what type of building you are designing or specifying, there's a steel window that's just right for it.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.



▲ Mr. Seymour Kaplan, superintendent, points out some of the 4,803 steel windows installed in the seven buildings in the Forest Houses, New York City Housing Development, Bronx, New York. Windows were fabricated by Hope Windows, Inc.; were installed by Eastern Steel Sash Co., sub-contractor.



Mr. Seymour Kaplan shows one completely assembled window just before installation. ▶

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

Look for this label—it is your assurance that the windows you buy are made from quality steel.

UNITED STATES STEEL CORPORATION, PITTSBURGH • COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA. • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS STEEL FOR WINDOWS

UNITED STATES STEEL

"Here's how we save with Bildrite!"



Alfred Wetor (left) verifies Bildrite cost savings reported on these pages with Insulite representative, Bill Berg. Mr. Wetor is Past President, Milwaukee Builders Association and a Director, National Association of Home Builders. He has been active in Milwaukee's annual Parade of Homes since its inception in 1941. His firm builds 32 to 35 homes a year in the $17,500 to $25,000 class.

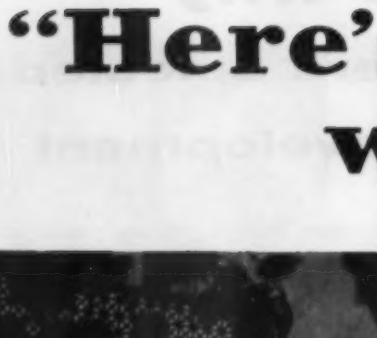
Save with Bildrite. Free cost-comparison forms and product literature show how. Write Insulite, Minneapolis 2, Minnesota.

Build and insulate with double-duty

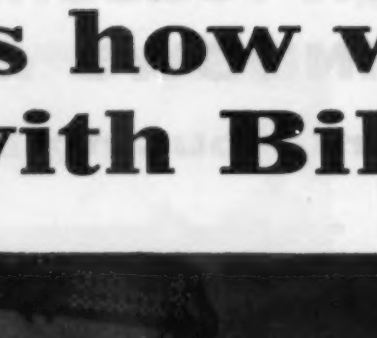
INSULITE

The original structural insulation board

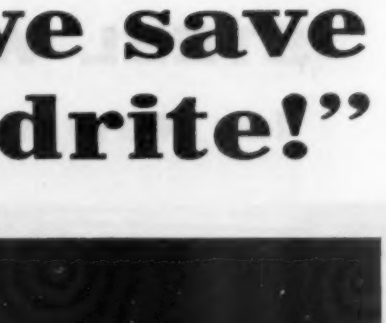
INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS.



AB15277 — MIDGET LOUVERS — Midget Louver Co., Dept. AB, 6-8 Wall Street, Norwalk, Conn. Midget Louvers are now made in chrome and copper as well as in aluminum. These chrome and copper products are of special interest to installations where corrosion and fungus growth are a problem. Shown here are the regular louver (left) and the "LD" series. Prices range from $5.75 doz. for 1-in. to $17 doz. for 4-in.



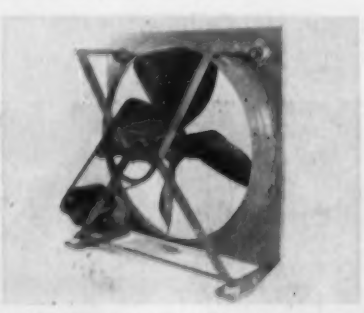
AB15282—LIGHTWEIGHT DEWATERING PUMP—Marlow Pumps, Dept. AB, Box 566, Ridgewood, N. J. Marlow's new 10M model is lighter in weight (214 pounds) than the previous 10M. It is diffuser primed and guaranteed on suction lifts up to 25 feet. It will operate continuously for 2¼ hours on a gallon of fuel. The pump measures 26-in. high by 35-in. long and 22¼-in. wide, and it is mounted on a rubber-tired portable chassis.



AB15278—CEMENT FINISHING MACHINE—Mall Tool Company, Dept. AB, 7740 So. Chicago Ave., Chicago 19, Ill. The "Mall Pow'r Trowl" delivers 97 per cent of actual engine power to the trowel blades. Has "in-line" planetary gear transmission, automatic clutch, no sag blade arm design. Trowel rings available in 36 and 45 in. diameters. Both are interchangeable with engine, has automatic engine cutoff switch.



AB15280—PORTABLE GENERATOR—Master Vibrator Co., Dept. AB, 261 Stanley Ave., Dayton, Ohio. New 4-cycle portable generator plant answers demand for more power with less weight, produces 1,500 watts, operates on gas-driven motor, weighs 97 lbs. with DC, 107 lbs. with AC. DC unit drives small power tools, saws up to 8 in., electric drills up to ¾ in., furnishes portable lighting and emergency standby lighting.



AB15283—ATTIC FAN—McLean Engineering Laboratories, Dept. AB, Box 531, Princeton, N. J. The firm's new line of low-cost attic fans have flexible frame for vibration absorption, neoprene shock mounting to reduce sound, may be used for horizontal or vertical discharge. No rubber or springs required. Each fan test-run before shipping to pre-set belt tension and pulley alignment. 20, 24, and 30 in. sizes.



AB15285—NON-SLIP COATING FOR STAIRS—Miracle Adhesives Corp., Dept. AB, 214 East 53rd St., New York 22, N. Y. "Slip-Not" reduces the hazard of household falls on stairs, is a colorful covering for danger spots made of plastics and abrasive aluminum granules to grip soles of shoes. Slip-Not is fire retardant and waterproof, acid and grease resistant. Colors: Red, green, slate and cement grey. $2.89 a quart.



AB15270—VINYL TILE—Kentile, Inc., Dept. AB, 58 Second Ave., Brooklyn 15, N. Y. Crisper colors and distinct marbelization are features of "KenFlor" the new vinyl tile. In twelve color choices, KenFlor can be used for public buildings, offices and homes. KenFlor may also be purchased in flooring by the yard, is made in rolls 27, 36, 45, and 54 in. wide for floors, counter and sink tops and for wainscoting.



AB15271—ALUMINUM ROOFING—Kaiser Aluminum & Chemical Sales, Inc., Dept. AB, 1924 Broadway, Oakland 12, Calif. New 48-in. wide corrugated aluminum farm roofing and siding in two pitches, 1¼ in. and 2½ in. in standard lengths up to 12 ft. is now available. Its use means fewer sidelaps. Less labor is required since wide sheet covers twice as much area. New sheet is in popular .019 and .024 in. gauges.



AB15288—SCHOOLROOM HEATER—Norman Products Co., Dept. AB, 1150 Chesapeake Ave., Columbus 15, Ohio. This is a self-contained central heating and ventilating system using forced air gas heat, suitable for installation in offices, auditoriums, churches, gymnasiums. It can be installed along bookshelves or under windows. No duct work is required. Has a capacity of 60,000 BTU input per hour.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

$69 per M sq. ft.

says Alfred J. Wetor, Alfred J. Wetor, Inc., Milwaukee, Wisconsin

"Our crew completes an average 1100 sq. ft. sheathing job in less than seven man hours with Bildrite. The pictures below show how. This fast application is one of the biggest factors involved in our $69 per M saving.
Lack of appreciable waste and elimination of building paper are a couple of others. But just as important is the quality job that Bildrite gives you.
Tight, weatherproof walls. Strength. Extra insulation value. We paid a premium to get these extras when we first used Bildrite 16 years ago. Now we get them and save, too." So can you. Here's how.



Foreman, Mel Gonwa, measures, cuts and positions Bildrite as the first step in Wetor's "team" application system. Bildrite cuts cleanly, quickly, easily with power saw. Virtually eliminates waste.



Crew follows and completes nailing. Using this system Wetor's crew regularly sheaths a 1100 sq. ft. job in less than *seven man hours*. Bildrite goes on fast. It can cut your sheathing time as much as 43% compared with wood.



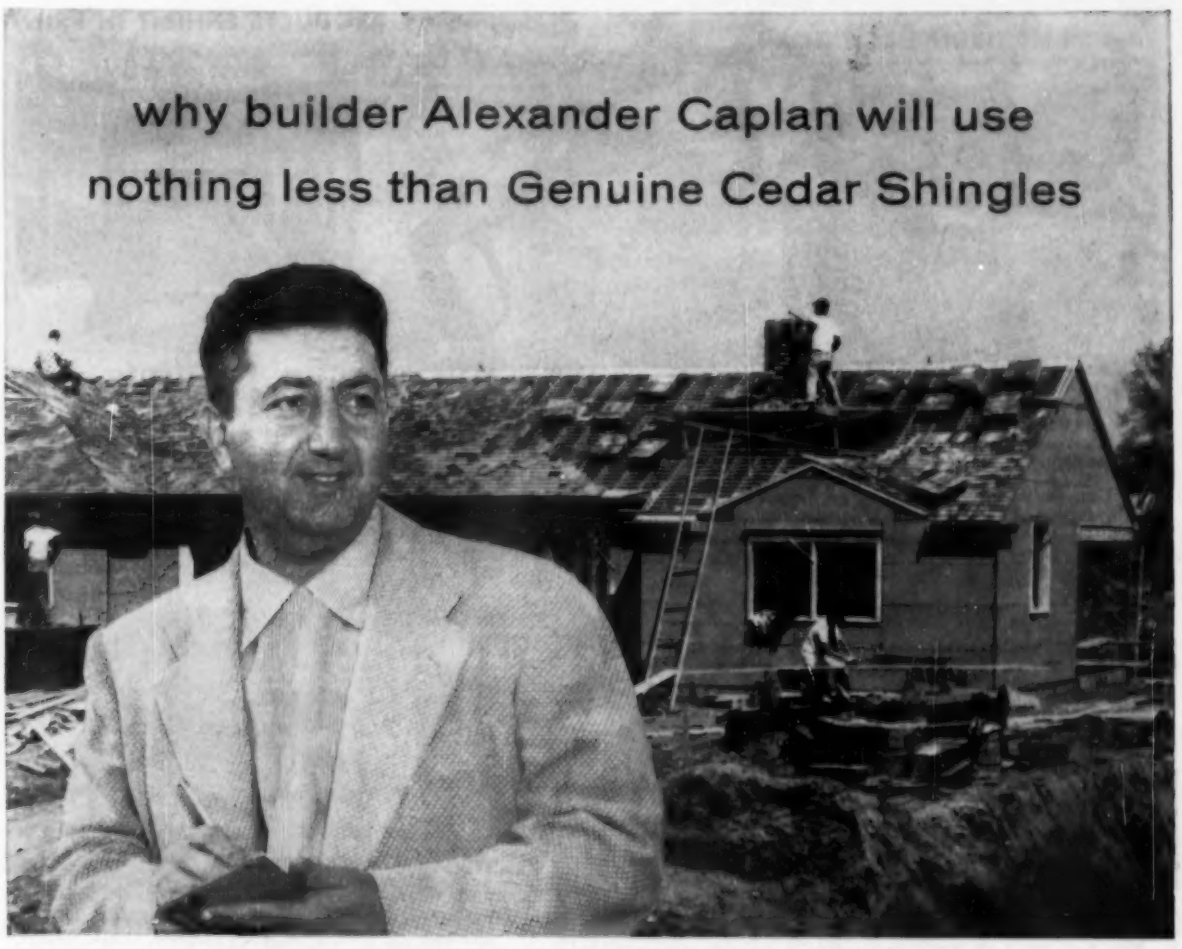
This small armload of waste is all that remained after this typical Wetor job. Compare this tremendous material saving with the minimum of 12% loss figured on horizontal wood sheathing jobs.



Bildrite also saves on jobs like this Wetor home by eliminating building paper. No felt is needed since Bildrite is waterproofed *throughout* with asphalt, yet it is highly permeable to allow vapor to escape toward outside.

INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

why builder Alexander Caplan will use nothing less than Genuine Cedar Shingles



This year, Alexander Caplan plans to build over 100 more homes in his lovely Rolling Hill development, located at Noe Avenue and Southern Boulevard, Chatham Township, New Jersey. All the homes, of course, will feature the crowning glory of genuine Certigrade red cedar shingle roofs.

In his nationally known Rolling Hill development, builder Caplan has used carloads of Certigrade shingles. And carloads more are on the way!

Why this consistent quality accent? Because Mr. Caplan, like so many really successful builders, knows it pays. Such natural materials as cedar shingles—the *genuine* rather than the *artificial*—have helped build hundreds of builders' reputations for quality construction.

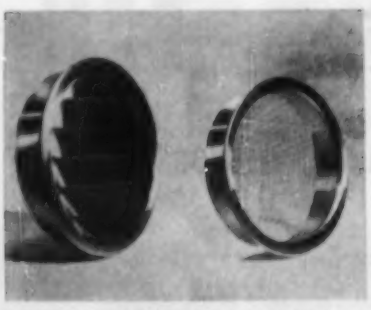
Cedar *means* quality to buyers. And when that quality is up on the roof, they know the home it shelters will stay snug, secure and new-looking longer.

So why compromise? Cedar on the roof is like having another salesman on the ground. You'll sell your homes faster and strengthen your professional status in the community when your roof specification reads: *Certigrade red cedar shingles.*

RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON
550 BURRARD STREET, VANCOUVER 1, B. C.





AB15277 — MIDGET LOUVERS — Midget Louver Co., Dept. AB, 6-8 Wall Street, Norwalk, Conn. Midget Louvers are now made in chrome and copper as well as in aluminum. These chrome and copper products are of special interest to installations where corrosion and fungus growth are a problem. Shown here are the regular louver (left) and the "LD" series. Prices range from $5.75 doz. for 1-in. to $17 doz. for 4-in.



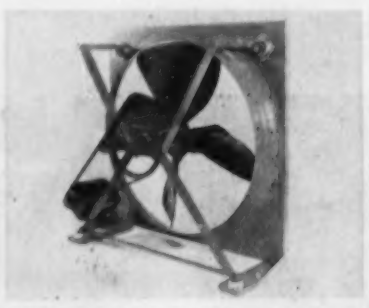
AB15282—LIGHTWEIGHT DEWATERING PUMP—Marlow Pumps, Dept. AB, Box 566, Ridgewood, N. J. Marlow's new 10M model is lighter in weight (214 pounds) than the previous 10M. It is diffuser primed and guaranteed on suction lifts up to 25 feet. It will operate continuously for 2¼ hours on a gallon of fuel. The pump measures 26-in. high by 35-in. long and 22¼-in. wide, and it is mounted on a rubber-tired portable chassis.



AB15278—CEMENT FINISHING MACHINE—Mall Tool Company, Dept. AB, 7740 So. Chicago Ave., Chicago 19, Ill. The "Mall Pow'r Trowl" delivers 97 per cent of actual engine power to the trowel blades. Has "in-line" planetary gear transmission, automatic clutch, no sag blade arm design. Trowel rings available in 36 and 45 in. diameters. Both are interchangeable with engine, has automatic engine cutoff switch.



AB15280—PORTABLE GENERATOR—Master Vibrator Co., Dept. AB, 261 Stanley Ave., Dayton, Ohio. New 4-cycle portable generator plant answers demand for more power with less weight, produces 1,500 watts, operates on gas-driven motor, weighs 97 lbs. with DC, 107 lbs. with AC. DC unit drives small power tools, saws up to 8 in., electric drills up to ⅜ in., furnishes portable lighting and emergency standby lighting.



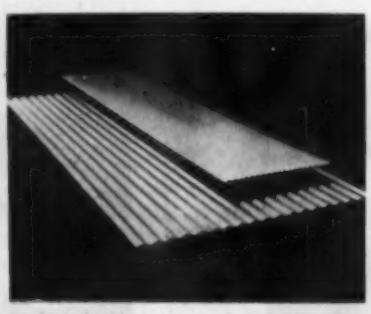
AB15283—ATTIC FAN—McLean Engineering Laboratories, Dept. AB, Box 531, Princeton, N. J. The firm's new line of low-cost attic fans have flexible frame for vibration absorption, neoprene shock mounting to reduce sound, may be used for horizontal or vertical discharge. No rubber or springs required. Each fan test-run before shipping to pre-set belt tension and pulley alignment. 20, 24, and 30 in. sizes.



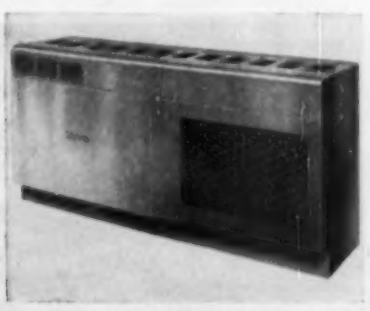
AB15285—NON-SLIP COATING FOR STAIRS—Miracle Adhesives Corp., Dept. AB, 214 East 53rd St., New York 22, N. Y. "Slip-Not" reduces the hazard of household falls on stairs, is a colorful covering for danger spots made of plastics and abrasive aluminum granules to grip soles of shoes. Slip-Not is fire retardant and waterproof, acid and grease resistant. Colors: Red, green, slate and cement grey. $2.89 a quart.



AB15270—VINYL TILE—Kentile, Inc., Dept. AB, 58 Second Ave., Brooklyn 15, N. Y. Crisper colors and distinct marbelization are features of "KenFlor" the new vinyl tile. In twelve color choices, KenFlor can be used for public buildings, offices and homes. KenFlor may also be purchased in flooring by the yard, is made in rolls 27, 36, 45, and 54 in. wide for floors, counter and sink tops and for wainscoting.

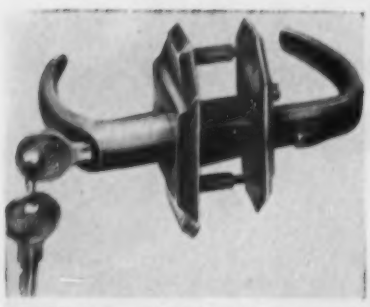


AB15271—ALUMINUM ROOFING—Kaiser Aluminum & Chemical Sales, Inc., Dept. AB, 1924 Broadway, Oakland 12, Calif. New 48-in. wide corrugated aluminum farm roofing and siding in two pitches, 1¼ in. and 2½ in. in standard lengths up to 12 ft. is now available. Its use means fewer sidelaps. Less labor is required since wide sheet covers twice as much area. New sheet is in popular .019 and .024 in. gauges.

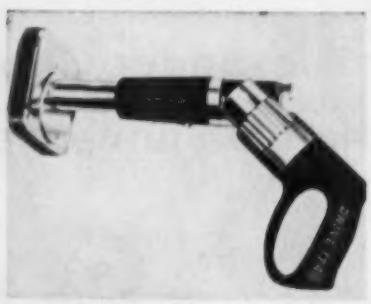


AB15288—SCHOOLROOM HEATER—Norman Products Co., Dept. AB, 1150 Chesapeake Ave., Columbus 15, Ohio. This is a self-contained central heating and ventilating system using forced air gas heat, suitable for installation in offices, auditoriums, churches, gymnasiums. It can be installed along bookshelves or under windows. No duct work is required. Has a capacity of 60,000 BTU input per hour.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229



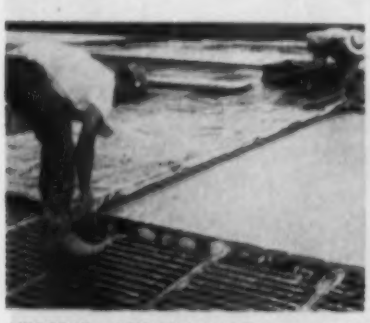
AB15290 — SCREEN AND STORM DOOR LOCK—National Hardware Co., Dept. AB, Ozone Park, N. Y. One-piece assembly simplifies installation of this new solid aluminum screen and combination storm door cylinder key lock. It is adjustable for metal and wood doors ⅞-in. to 1¾-in. thick. Has push-button action with inside locking device. Lockset can be locked and unlocked freely from inside and out at all times.



AB15297 — HEAVY-DUTY FASTENING TOOL—Powder Tool Corp., Dept. AB, 7526 SW. Macadam Rd., Portland 1, Ore. The new Drive-It "410" features speed and ease of operation in fastening steel to steel, or wood furring to concrete. It drives hardened steel pins directly into metal, concrete or wood. As many as 5 to 8 pins may be set per minute. Powerful safety pads and two-handed operation insure safety.



AB15293 — TEE FITTING — Orangeburg Mfg. Co., Inc., Dept. AB, 488 Madison Ave., New York 22, N. Y. The Tee shown here is made in 3-in. and 4-in. sizes and a new 3¼-in. bend is also in production. This non-metallic pipe and fittings is light in weight, can be cut with a coarse-tooth saw and tooled in the field. Taperweld joints do not require caulking or compounds. Recommended for underground non-pressure uses.



AB15298—PERLITE-METAL ROOF—Perlite Institute, Dept. AB, 10 E. 40th St., New York 16, N. Y. Lightweight perlite concrete is now approved as insulation over aluminum roof decks as well as over light-gauge steel decks and other types of permanent forms. The perlite concrete conforms to the shape of corrugated or cellular-type metal decking and increases strength, fire safety and rigidity.



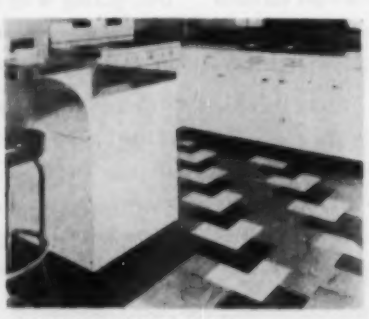
AB15291—WHEEL TRACTOR—The Oliver Corporation, Dept. AB, Merchandising Dept., 400 W. Madison St., Chicago 6, Ill. A new all-purpose wheel tractor known as the Super 55, designed for both industrial and farm service. It is suited for work with all types of attachments and has a built-in hydraulic system with finger-tip control for a 3-point hitch. Also double disc brakes.



AB15256—WATER LEVEL—Hydro-level, Dept. AB, 53 DeSoto, Ocean Springs, Miss. "Leveleasy" is a simple water level, hand size, made up of a fluid reservoir, tube reel and 50-ft. clear plastic tube permitting extension of level line for 100 ft. A mechanic's tool, one man can use it for setting batters, grade stakes, setting tile, concrete floors, in masonry work, form erection or setting screeds. Price $7.95.



AB15294 — PACKAGED HOUSE — Permabilt Manufactured Homes, Inc., Dept. AB, 330 S. Kalamazoo Ave., Marshall, Mich. All exterior walls come built up in panels for 8-ft. ceiling height and in even lengths of 2 ft. to 12. ft. (mostly 4-ft. for easy handling). The package is complete and all materials are standard sizes and quality grades. This model is offered for the $12,000 to $14,000 market.



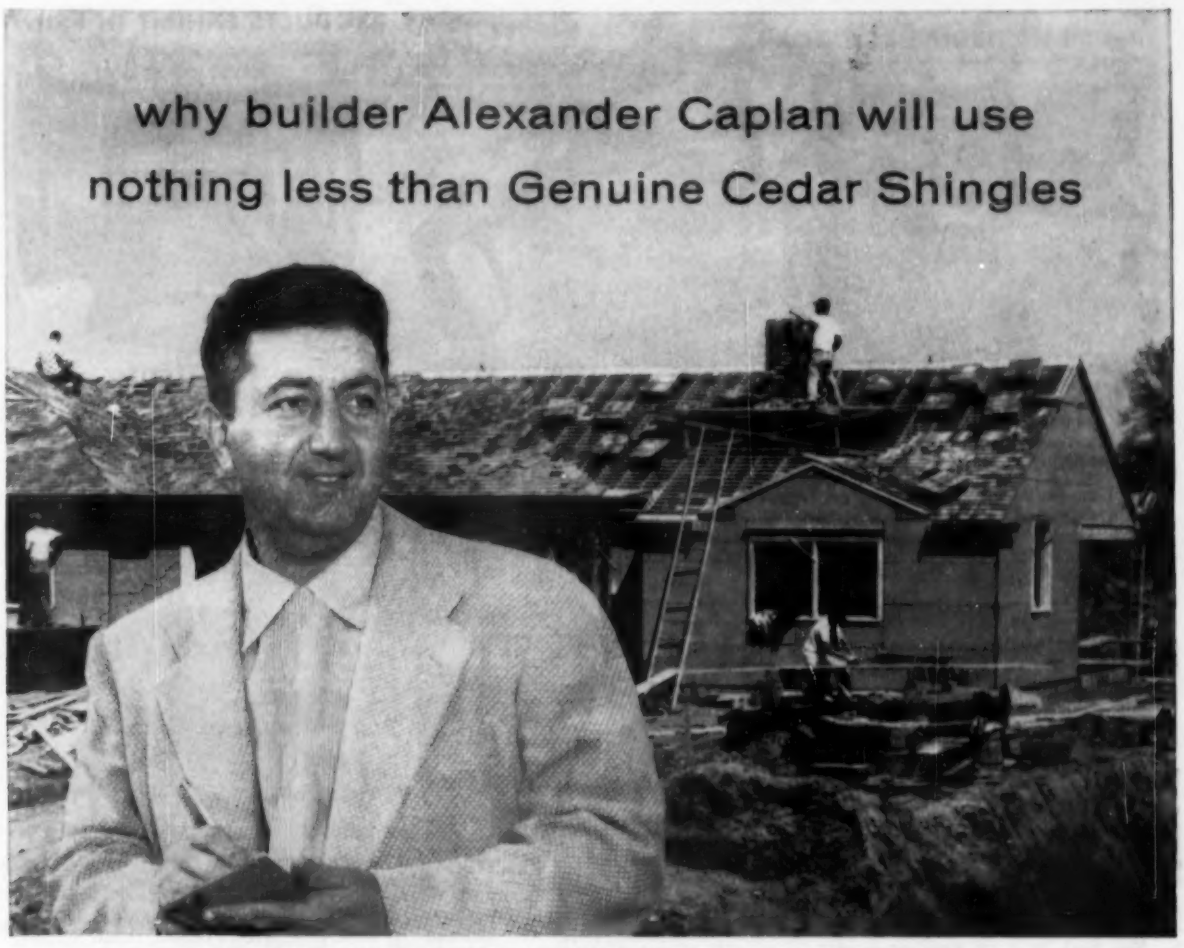
AB15250—FLOOR TILE—Tile-Tex Division, The Flintkote Co., Dept. AB, 1232 McKinley Ave., Chicago Heights, Ill. "Flexachrome" is a vinyl plastic-asbestos floor tile which is grease-proof. Stain and dirt cannot penetrate its non-porous surface, and waxing is not required. Design possibilities are practically unlimited. Installation can be on, above or below grade and over wood or concrete.



AB15281 — LAUNDRY TUB — E. L. Mustee and Sons, Inc., Dept. AB, 6911 Lorain Ave., Cleveland 2, Ohio. Duratub is a 20-gal. tub styled to match new automatic home laundry equipment. Inside the tub is Fiberglas that will not crack, chip, stain, mar or dent. Outside is white baked enamel. Large storage compartment has up and down sliding panel. Duratub Handi-drain eliminates need for double tubs.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229

why builder Alexander Caplan will use nothing less than Genuine Cedar Shingles



This year, Alexander Caplan plans to build over 100 more homes in his lovely Rolling Hill development, located at Noe Avenue and Southern Boulevard, Chatham Township, New Jersey. All the homes, of course, will feature the crowning glory of genuine Certigrade red cedar shingle roofs.

In his nationally known Rolling Hill development, builder Caplan has used carloads of Certigrade shingles. And carloads more are on the way!

Why this consistent quality accent? Because Mr. Caplan, like so many really successful builders, knows it pays. Such natural materials as cedar shingles—the *genuine* rather than the *artificial*—have helped build hundreds of builders' reputations for quality construction.

Cedar *means* quality to buyers. And when that quality is up on the roof, they know the home it shelters will stay snug, secure and new-looking longer.

So why compromise? Cedar on the roof is like having another salesman on the ground. You'll sell your homes faster and strengthen your professional status in the community when your roof specification reads: *Certigrade red cedar shingles.*



RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

550 BURRARD STREET, VANCOUVER 1, B. C.

PRODUCTS EXHIBIT IN PRINT



AB15330 — TWO-IN-ONE TRANSIT LEVEL — David White Company, Dept. AB, 315 W. Court St., Milwaukee 12, Wisc. The Two-In-One Transit level offers less weight (11 lbs—tripod: 9 lbs.) has perfect optical, mechanical alignment built in and maintained by use of ball bearing race and steel center construction. Priced complete in wood carry case, with sunshade, adjusting pins, trivet points: $195.00.



AB15332 — CAST IRON FOR SOIL PIPE—Woodward Iron Co., Dept. AB, Woodward, Ala. After 118 years of service, this 4-in. cast iron sewer stack is still in use in the oldest house in Chicago, and is as good as new. The pipe was installed in 1836. The Woodward Iron Co. furnishes many foundries with the iron from which much of the nation's cast iron soil pipe is made.



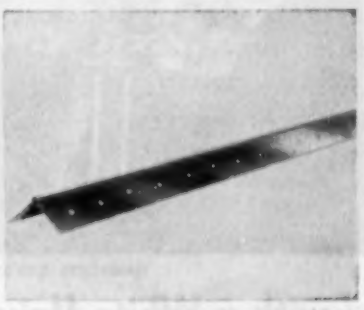
AB15258 — HARDWOOD BLOCK FLOORING—Higgins Industries Inc., Dept. AB, Box 8169, New Orleans 22, La. Higgins bonded hardwood block flooring are 9x9-inch oak hardwood blocks made of 3-ply cross-grain construction featuring tongue and groove joints that are precision cut to fit tight and true with a flush fit, has extra thick oak face, is water repellent, needs no sanding, no finishing.



AB15323—WATER CIRCULATOR—H. A. Thrush & Company, Dept. AB, Peru, Ind. The Thrush Water Circulator has interchangeable flanges so one circulator takes care of four sizes. No need to wait for right size, just change flanges which are available in ¾-, 1-, 1¼-, and 1½-in. sizes. Rubber cushioned motor mounting eliminates noise, lubrication is sealed in, adjustable bracket makes motor change easy.



AB15284 — HEAVY-DUTY DRILL — Milwaukee Electric Tool Corp., Dept. AB, 5316 W. State St., Milwaukee 8, Wisc. The new Series B, ¼-in. electric hand drill is a 2.8 ampere, 115 volt, AC-DC universal motor with compound reduction gearing, has functionally styled grip that fits snugly into palm of hand. Weight is 3½ lbs. Available in 6 models of chuck capacities of ½, 5/16 or ⅜ in. Price for ¼-in. models: $42.00.



AB15296 — ALL-STEEL CORNER BEAD—Penn Metal Co., Inc., Dept. AB, Parkerburg, W. Va. This new corner bead is offered for use in dry wall construction. Known as Penmetal No. 300, the bead is made of a zinc-coated steel which is highly resistant to corrosion. The steel is treated with Bonderite, which acts as a sizing coat. Bead comes in 8-ft. lengths. One leg is longer than other to take care of wallboard overlap.



AB15319—BATH VANITY—Topcraft, Dept. AB, 4207 Menlo Drive, Baltimore 15, Md. The "Empress" bath vanity, above, has a full compartment below bowl, with convertible shelf enabling cabinet to be used for storage or cabinet may be converted in 60 seconds for use as a clothes hamper. Five model sizes available: 24, 30, 36, 42, and 48 in. widths. Choice of 18 colors, finished inside and out with Formica.

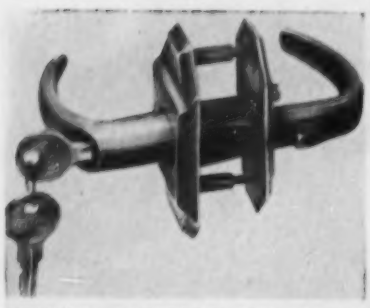


AB15310 — FORK-LIFT — Sherman Products, Inc., Dept. AB, Royal Oak, Mich. For use on Ford tractors, this fork-lift will lift a load up to 4,000 pounds 10 feet into the air. By means of reversed steering and driver's seat, the attachment moves in the opposite direction from a normal tractor. Power steering is a standard feature. The fork-lift is sold and serviced by Ford tractor dealers.

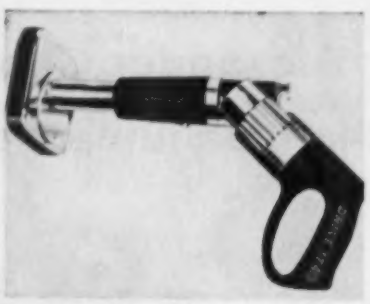


AB15225—SLIDING DOOR LOCK—Adams-Rite Mfg. Co., Dept. AB, 540 W. Chevy Chase Drive, Glendale 4, Cal. Known as Series 660, this lock operates with a smooth snubbing latch action due to the simple ball-shaped bolt. The lock is reversible on the job and fits any door from 1⅜ in. to 1¾ in. Locking and non-locking escutcheons can be interchanged. Thumb button provides positive security.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



AB15290 — SCREEN AND STORM DOOR LOCK—National Hardware Co., Dept. AB, Ozone Park, N. Y. One-piece assembly simplifies installation of this new solid aluminum screen and combination storm door cylinder key lock. It is adjustable for metal and wood doors ⅞-in. to 1¼-in. thick. Has push-button action with inside locking device. Lockset can be locked and unlocked freely from inside and out at all times.



AB15297 — HEAVY-DUTY FASTENING TOOL—Powder Tool Corp., Dept. AB, 7526 SW. Macadam Rd., Portland 1, Ore. The new Drive-It "410" features speed and ease of operation in fastening steel to steel, or wood furring to concrete. It drives hardened steel pins directly into metal, concrete or wood. As many as 5 to 8 pins may be set per minute. Powerful safety pads and two-handed operation insure safety.



AB15293 — TEE FITTING — Orangeburg Mfg. Co., Inc., Dept. AB, 488 Madison Ave., New York 22, N. Y. The Tee shown here is made in 3-in. and 4-in. sizes and a new 3¼-in. bend is also in production. This non-metallic pipe and fittings is light in weight, can be cut with a coarse-tooth saw and tooled in the field. Taperweld joints do not require caulking or compounds. Recommended for underground non-pressure uses.



AB15298—PERLITE-METAL ROOF—Perlite Institute, Dept. AB, 10 E. 40th St., New York 16, N. Y. Lightweight perlite concrete is now approved as insulation over aluminum roof decks as well as over light-gauge steel decks and other types of permanent forms. The perlite concrete conforms to the shape of corrugated or cellular-type metal decking and increases strength, fire safety and rigidity.



AB15291—WHEEL TRACTOR—The Oliver Corporation, Dept. AB, Merchandising Dept., 400 W. Madison St., Chicago 6, Ill. A new all-purpose wheel tractor known as the Super 55, designed for both industrial and farm service. It is suited for work with all types of attachments and has a built-in hydraulic system with finger-tip control for a 3-point hitch. Also double disc brakes.



AB15256—WATER LEVEL—Hydrolevel, Dept. AB, 53 DeSoto, Ocean Springs, Miss. "Leveleasy" is a simple water level, hand size, made up of a fluid reservoir, tube reel and 50-ft. clear plastic tube permitting extension of level line for 100 ft. A mechanic's tool, one man can use it for setting batters, grade stakes, setting tile, concrete floors, in masonry work, form erection or setting screeds. Price $7.95.



AB15294 — PACKAGED HOUSE — Permabilt Manufactured Homes, Inc., Dept. AB, 330 S. Kalamazoo Ave., Marshall, Mich. All exterior walls come built up in panels for 8-ft. ceiling height and in even lengths of 2 ft. to 12. ft. (mostly 4-ft. for easy handling). The package is complete and all materials are standard sizes and quality grades. This model is offered for the $12,000 to $14,000 market.



AB15250—FLOOR TILE—Tile-Tex Division, The Flintkote Co., Dept. AB, 1232 McKinley Ave., Chicago Heights, Ill. "Flexachrome" is a vinyl plastic-asbestos floor tile which is grease-proof. Stain and dirt cannot penetrate its non-porous surface, and waxing is not required. Design possibilities are practically unlimited. Installation can be on, above or below grade and over wood or concrete.



AB15281 — LAUNDRY TUB — E. L. Mustee and Sons, Inc., Dept. AB, 6911 Lorain Ave., Cleveland 2, Ohio. Duratub is a 20-gal. tub styled to match new automatic home laundry equipment. Inside the tub is Fiberglas that will not crack, chip, stain, mar or dent. Outside is white baked enamel. Large storage compartment has up and down sliding panel. Duratub Handidrain eliminates need for double tubs.

◆ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229

Ask the man behind the gun . . .

Coated optics give you this — not this

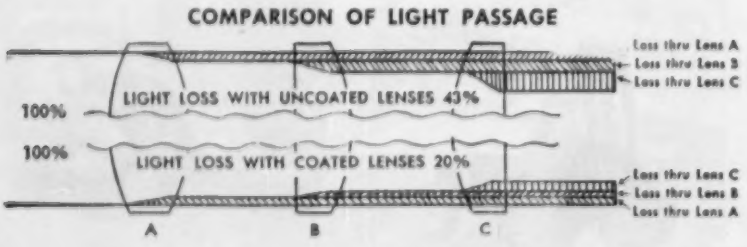


Model 3000, $195.00,* complete with tripod.

with a White Universal Level-Transit

HERE'S what coated optics can do for you. You can put in a full day without eyestrain or headache. There's less chance for a mis-reading. You get a clear, sharp sight — not a fuzzy image. What's more, you get your reading in far less time. Check this diagram. See for yourself how coated optics pass through up to *40% more light,* provide a clearer image contrast.

COMPARISON OF LIGHT PASSAGE



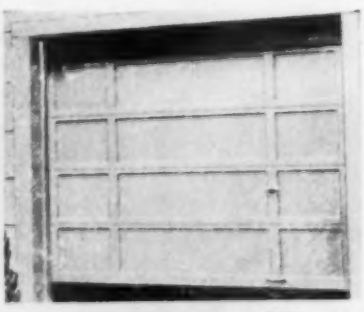
And there's more!

White Universal Level-Transits also offer you internal focusing, guarded vertical arc and ball bearing race which insures smooth operation, even in sub-zero temperatures. Check one out on your next trip. You'll soon be convinced a White can make your work faster, easier, more accurate. Write for Bulletin 1053. DAVID WHITE COMPANY, 311 W. Court Street, Milwaukee 12, Wisconsin.

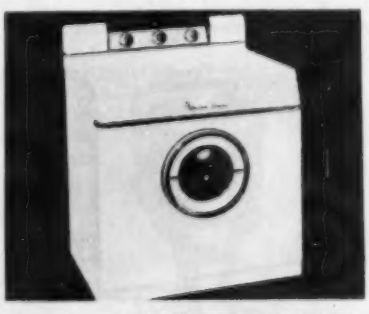
DAVID WHITE COMPANY

*Prices subject to change without notice.

Expert REPAIR SERVICE on all makes, all types of instruments



AB15371 — UPWARD-ACTING GARAGE DOOR—Franz Manufacturing Co., Sterling, Ill. This five-section, upward-acting garage door blends well with modern, ranch-style homes. Door shown here is for 8x7-ft. openings. Requires 12½ in. headroom. Handle can be installed on either side. All hardware parts, except springs, are either zinc plated or made from galvanized steel. Offset joints seal out weather. Safety catch prevents rebound.



AB15237—AUTOMATIC WASHER-DRYER—Bendix Home Appliances, Div. AVCO Mfg., Cincinnati, Ohio. Set only three controls and washday is over. This 8 pound capacity washer-dryer combination is finding greater use in today's home where floor space is at a premium. The unit is 36 inches wide 26¾ inches deep and 38½ to the counter top height. Cycles include soak, wash, drain, repeat the complete process and dry.



AB15372—GUN TACKER — Fastener Corporation, Dept. AB, 860 Fletcher St., Chicago 14, Ill. Many builders are finding that the Duo-Fast Gun Tacker CT 859 which drives a heavy duty staple does a fast easy job of tacking up Cornerite. The one-hand operation enables workman to hold corner material snugly in position during the tacking operation, thus speeding the operation and saving labor costs.

◆ USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229



AB15330 — TWO-IN-ONE TRANSIT LEVEL — David White Company, Dept. AB, 315 W. Court St., Milwaukee 12, Wisc. The Two-In-One Transit level offers less weight (11 lbs—tripod: 9 lbs.) has perfect optical, mechanical alignment built in and maintained by use of ball bearing race and steel center construction. Priced complete in wood carry case, with sunshade, adjusting pins, trivet points: $195.00.



AB15332 — CAST IRON FOR SOIL PIPE—Woodward Iron Co., Dept. AB, Woodward, Ala. After 118 years of service, this 4-in. cast iron sewer stack is still in use in the oldest house in Chicago, and is as good as new. The pipe was installed in 1836. The Woodward Iron Co. furnishes many foundries with the iron from which much of the nation's cast iron soil pipe is made.



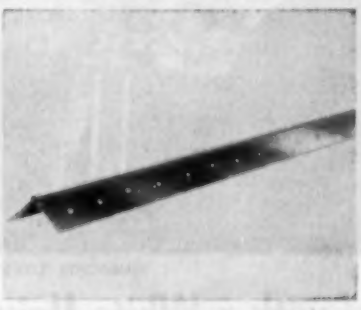
AB15258 — HARDWOOD BLOCK FLOORING—Higgins Industries Inc., Dept. AB, Box 8169, New Orleans 22, La. Higgins bonded hardwood block flooring are 9x9-inch oak hardwood blocks made of 3-ply cross-grain construction featuring tongue and groove joints that are precision cut to fit tight and true with a flush fit, has extra thick oak face, is water repellent, needs no sanding, no finishing.



AB15323—WATER CIRCULATOR—H. A. Thrush & Company, Dept. AB, Peru, Ind. The Thrush Water Circulator has interchangeable flanges so one circulator takes care of four sizes. No need to wait for right size, just change flanges which are available in ¾-, 1-, 1¼-, and 1½-in. sizes. Rubber cushioned motor mounting eliminates noise, lubrication is sealed in, adjustable bracket makes motor change easy.



AB15284 — HEAVY-DUTY DRILL — Milwaukee Electric Tool Corp., Dept. AB, 5316 W. State St., Milwaukee 8, Wisc. The new Series B, ¼-in. electric hand drill is a 2.8 ampere, 115 volt, AC-DC universal motor with compound reduction gearing, has functionally styled grip that fits snugly into palm of hand. Weight is 3½ lbs. Available in 6 models of chuck capacities of ½, 5/16 or ⅜ in. Price for ¼-in. models: $42.00.



AB15296 — ALL-STEEL CORNER BEAD—Penn Metal Co., Inc., Dept. AB, Parkerburg, W. Va. This new corner bead is offered for use in dry wall construction. Known as Pennetal No. 300, the bead is made of a zinc-coated steel which is highly resistant to corrosion. The steel is treated with Bonderite, which acts as a sizing coat. Bead comes in 8-ft. lengths. One leg is longer than other to take care of wallboard overlap.



AB15319—BATH VANITY—Topcraft, Dept. AB, 4207 Menlo Drive, Baltimore 15, Md. The "Empress" bath vanity, above, has a full compartment below bowl, with convertible shelf enabling cabinet to be used for storage or cabinet may be converted in 60 seconds for use as a clothes hamper. Five model sizes available: 24, 30, 36, 42, and 48 in. widths. Choice of 18 colors, finished inside and out with Formica.



AB15310 — FORK-LIFT — Sherman Products, Inc., Dept. AB, Royal Oak, Mich. For use on Ford tractors, this fork-lift will lift a load up to 4,000 pounds 10 feet into the air. By means of reversed steering and driver's seat, the attachment moves in the opposite direction from a normal tractor. Power steering is a standard feature. The fork-lift is sold and serviced by Ford tractor dealers.



AB15225—SLIDING DOOR LOCK—Adams-Rite Mfg. Co., Dept. AB, 540 W. Chevy Chase Drive, Glendale 4, Cal. Known as Series 660, this lock operates with a smooth snubbing latch action due to the simple ball-shaped bolt. The lock is reversible on the job and fits any door from 1⅜ in. to 1¾ in. Locking and non-locking escutcheons can be interchanged. Thumb button provides positive security.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229



Here's the DOOR that gives you MORE!

Your best buy in Modern Beauty and Lifetime Durability

Your owners will *"go"* for the outstanding beauty of Strand Garage Door. Horizontal lines blend with today's design. And – that beauty *lasts*, because Strand Door is all-steel, galvannealed with a heavier, hot-dip zinc coat for rust protection (steel can't *ever* rot, shrink, sag, warp!).

Strand has the *heaviest* face sheet and *strongest* framing of any steel door. Steel sheets and frame are all welded; there are no bolts to work loose. You give your owners lifetime durability – you do away with the "grief" and cost of complaints and call-backs.

Huge volume, concentrated in only 3 sizes, makes Strand America's biggest garage door value. Your *installed* cost is reduced by Strand's quicker, easier installation. The one-piece door leaf saves assembly time at the job. Factory-assembled hardware cuts installation time. No prime coat of paint is needed – another saving.

Strand all-steel Garage Doors come in 9′ x 7′, 8′ x 7′ and 16′ x 7′ sizes. Easy to get in a hurry – through 150 national distributors and thousands of dealers.

5 NEW Features!

New captive track provides added protection – keeps roller enclosed

New stainless steel, automotive-type "T" handle has larger grip, more strength, better looks

New nylon rollers, for all single receding doors, ensure silent operation

New round-corner vision lites have continuous auto-type rubber moulding (they're optional at added cost)

New adjustable track hanger cuts installation time

ALL-STEEL • GALVANNEALED • OVERHEAD

STRAND

GARAGE DOORS

FOR SINGLE AND DOUBLE GARAGES

STRAND GARAGE DOORS ARE THE PRODUCT OF A 50-YEAR-OLD COMPANY, WHICH ALSO MAKES: FENESTRA STEEL RESIDENCE CASEMENTS, PROJECTED WINDOWS, WINDOWALLS, BASEMENT & UTILITY WINDOWS, METAL TRIM, LINTELS, METAL RESIDENTIAL SWING & SLIDING CLOSET DOORS, STOCK STEEL INDUSTRIAL AND INTERMEDIATE WINDOWS.

This Book Will Help You

This 32-page book will give you a lot of quick and easy garage "know-how." Contains 12 smart designs and sensible floor plans, how-to-build instructions, material lists, driveway sketches, etc.



Strand Garage Door Division
Detroit Steel Products Co.
Dept. AB-1 2242 E. Grand Blvd.
Detroit 11, Michigan
Please send 32-page booklet of Garage Plans and Ideas. I'm enclosing 10c for postage and handling ☐
Please send free Strand literature and free Garage Plan of the Month ☐
Name _____
Address _____
City _____ State _____

Ask the man behind the gun . . .

Coated optics give you this — not this

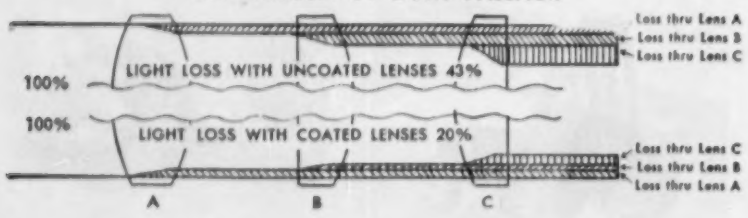


Model 3000, $195.00,* complete with tripod.

with a White Universal Level-Transit

HERE'S what coated optics can do for you. You can put in a full day without eyestrain or headache. There's less chance for a mis-reading. You get a clear, sharp sight — not a fuzzy image. What's more, you get your reading in far less time. Check this diagram. See for yourself how coated optics pass through up to *40% more light,* provide a clearer image contrast.

COMPARISON OF LIGHT PASSAGE



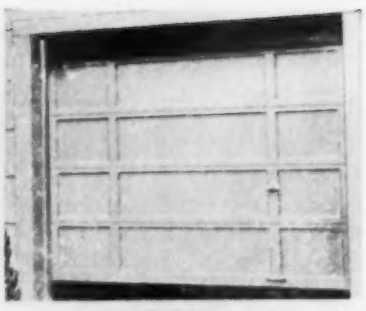
And there's more!

White Universal Level-Transits also offer you internal focusing, guarded vertical arc and ball bearing race which insures smooth operation, even in sub-zero temperatures. Check one out on your next trip. You'll soon be convinced a White can make your work faster, easier, more accurate. Write for Bulletin 1053. DAVID WHITE COMPANY, 311 W. Court Street, Milwaukee 12, Wisconsin.

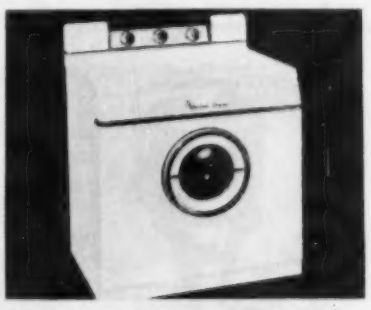
DAVID WHITE COMPANY

Expert REPAIR SERVICE on all makes, all types of instruments

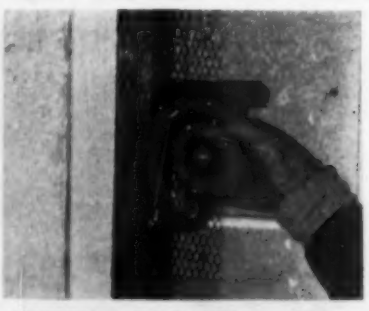
*Prices subject to change without notice.



AB15371 — UPWARD-ACTING GARAGE DOOR—Franz Manufacturing Co., Sterling, Ill. This five-section, upward-acting garage door blends well with modern, ranch-style homes. Door shown here is for 8x7-ft. openings. Requires 12½ in. headroom. Handle can be installed on either side. All hardware parts, except springs, are either zinc plated or made from galvanized steel. Offset joints seal out weather. Safety catch prevents rebound.



AB15237—AUTOMATIC WASHER-DRYER—Bendix Home Appliances, Div. AVCO Mfg., Cincinnati, Ohio. Set only three controls and washday is over. This 8 pound capacity washer-dryer combination is finding greater use in today's home where floor space is at a premium. The unit is 36 inches wide 26¾ inches deep and 38½ to the counter top height. Cycles include soak, wash, drain, repeat the complete process and dry.



AB15372 — GUN TACKER — Fastener Corporation, Dept. AB, 860 Fletcher St., Chicago 14, Ill. Many builders are finding that the Duo-Fast Gun Tacker CT 859 which drives a heavy duty staple does a fast easy job of tacking up Cornerite. The one-hand operation enables workman to hold corner material snugly in position during the tacking operation, thus speeding the operation and saving labor costs.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



AMERICAN

SASH BALANCE & WEATHERSTRIP COMBINATION

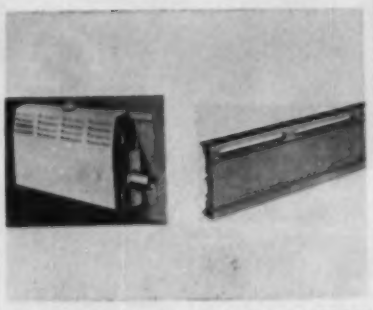
Keeps windows operating easily for years after installation. Designed and manufactured to compensate for shrinkage, warping or bowing — the common source of trouble with wood double hung windows. Sell your customers a lifetime of trouble free window operation by using American Sash balance and Weatherstrip combinations for your wood double hung windows. Costs less — lasts longer — simple and economical to install.

Use the coupon below to get your free folder showing the many features of American's new and revolutionary Sash balance and Weatherstrip combination.

AGENTS MFR. REP. Some protected territories open — Write for particulars

AMERICAN WINDOW COMPANY
6724 S. ASHLAND AVE., CHICAGO 36, ILL.

AMERICAN WINDOW COMPANY
6724 S. ASHLAND AVE., CHICAGO 36, ILL.
Gentlemen: Please send further information on your Sash Balance and Weatherstrip Combination.
I am a ☐ home owner ☐ builder ☐ dealer ☐ window jobber ☐ manufacturer
Name_____
Address_____
City_____ State_____



AB15245—BASEBOARD RADIATION—Dunkirk Radiator Corporation, Dept. AB, Dunkirk, N. Y. Dunkirk Blue Circle seamless copper tube with aluminum fins assure maximum heat transfer and quick sensitivity to changing temperature demands. Covers are slim, neat, inconspicuous, and available with or without dampers. They are prime coated in a neutral finish for easy matching with any interior decor.



AB15308—SOLID TIMBER FABRICATION SERVICE—Rilco Laminated Products, Inc., Dept. AB, W-2591 First National Bank Bldg., St. Paul 1, Minn. Solid timber structural products fabricated to specifications are available. Wide range of structural assemblies includes timber roof trusses, rafters, beams, false work for concrete structures. Members delivered cut to length, shape and drilled for connection hardware.



AB15309—LIGHTING CONTROLS—The Superior Electric Company, Dept. AB, Bristol, Conn. "Luxtrol," shown above, permits homeowner to vary light intensity of lamps and lighting fixtures to any degree, from complete darkness to full brightness. The Luxtrol unit is a 360-watt variable autotransformer operating from a 120-volt AC source, can easily be wired into new or existing circuits. Price: about $30.00.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

BUILT-IN RADIOS



. . . Only 3⅞" Deep!

- Fits in standard 4" partition
- Excellent tone and selectivity
- Installed as easily as any electric outlet
- For kitchen, bath, bedroom, etc.
- Colored plastic panels
- Approved by Underwriters'
- Retails for **$43.50** less panels

Write today for specifications and low builder prices. *(Dealer inquiries invited)*

FLUSH WALL RADIO COMPANY
1012AB4 Cleveland St., Clearwater, Fla.



WITH Jiffy SAWHORSE BRACKETS

- NO NAILS
- NO BOLTS
- NO SCREWS



All welded construction. Use any 2x4s for legs and crossbar.

Set up or knocked down instantly. Easy to move from job to job, and easy to store.

For sale in most hardware and lumber stores. If your dealer cannot supply you, write us direct.

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICH.



Here's the DOOR that gives you MORE!

Your best buy in Modern Beauty and Lifetime Durability

Your owners will *"go"* for the outstanding beauty of Strand Garage Door. Horizontal lines blend with today's design. And – that beauty *lasts,* because Strand Door is all-steel, galv-annealed with a heavier, hot-dip zinc coat for rust protection (steel can't *ever* rot, shrink, sag, warp!).

Strand has the *heaviest* face sheet and *strongest* framing of any steel door. Steel sheets and frame are all welded; there are no bolts to work loose. You give your owners lifetime durability – you do away with the "grief" and cost of complaints and call-backs.

Huge volume, concentrated in only 3 sizes, makes Strand America's biggest garage door value. Your *installed* cost is reduced by Strand's quicker, easier installation. The one-piece door leaf saves assembly time at the job. Factory-assembled hardware cuts installation time. No prime coat of paint is needed – another saving.

Strand all-steel Garage Doors come in 9′ x 7′, 8′ x 7′ and 16′ x 7′ sizes. Easy to get in a hurry – through 150 national distributors and thousands of dealers.

5 NEW Features!

New captive track provides added protection – keeps roller enclosed

New stainless steel, automotive-type "T" handle has larger grip, more strength, better looks

New nylon rollers, for all single receding doors, ensure silent operation

New round-corner vision lites have continuous auto-type rubber moulding (they're optional at added cost)

New adjustable track hanger cuts installation time

ALL-STEEL • GALVANNEALED • OVERHEAD

STRAND

GARAGE DOORS

FOR SINGLE AND DOUBLE GARAGES

STRAND GARAGE DOORS ARE THE PRODUCT OF A 50-YEAR-OLD COMPANY, WHICH ALSO MAKES: FENESTRA STEEL RESIDENCE CASEMENTS, PROJECTED WINDOWS, WINDOWALLS, BASEMENT & UTILITY WINDOWS, METAL TRIM, LINTELS, METAL RESIDENTIAL SWING & SLIDING CLOSET DOORS, STOCK STEEL INDUSTRIAL AND INTERMEDIATE WINDOWS.

This Book Will Help You

This 32-page book will give you a lot of quick and easy garage "know-how." Contains 12 smart designs and sensible floor plans, how-to-build instructions, material lists, driveway sketches, etc.



Strand Garage Door Division
Detroit Steel Products Co.
Dept. AB-1 2242 E. Grand Blvd.
Detroit 11, Michigan

Please send 32-page booklet of Garage Plans and Ideas. I'm enclosing 10c for postage and handling ☐

Please send free Strand literature and free Garage Plan of the Month ☐

Name _____

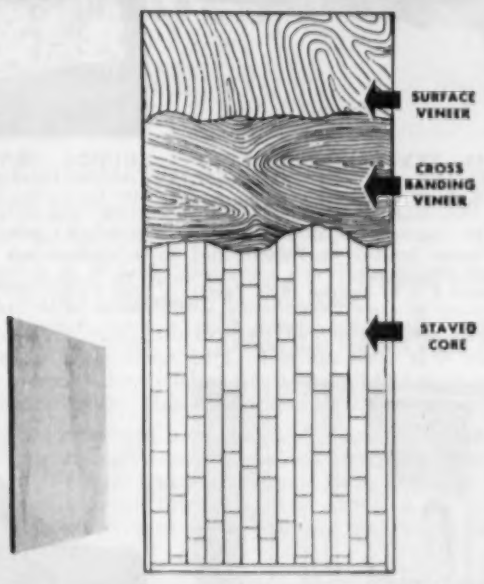
Address _____

City _____ State _____

what doors do you recommend...

when customer satisfaction must be guaranteed?





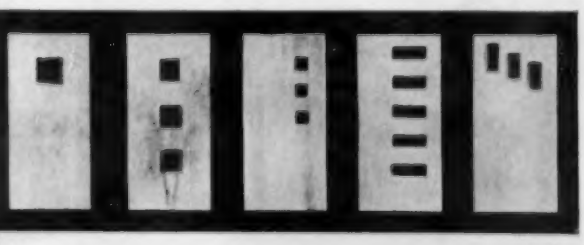
HOLLOW-CORE

Curtis New Londoner hollow-core flush doors have an exclusive all-wood locked-in core which means lifetime satisfaction. These doors have the balanced construction which assures dimensional stability. Moisture content is balanced during manufacture by careful control and re-drying. Three-ply panels form each face of the door for balanced sturdiness. Interlocking grid is meshed in correct size for maximum strength. Every part of the Curtis New Londoner is balanced for full protection against sticking and warping.

SOLID-CORE

Curtis American solid-core flush doors provide complete protection against moisture absorption because of advanced bonding methods which permit the use of thinner face veneers, thus bringing the glue moisture barrier closer to the surface. Cores are kiln-dried pine; hardwood edge strips all around (veneer cross-banded selected face veneer); all plies are bonded with phenolic resin by the hot plate process. Can be had in dimensions up to 4′ x 8′. Widely used in schools and hospitals. Special doors can be built to your specifications.

Both Curtis New Londoner hollow-core flush doors and Curtis American solid-core flush doors come with beautifully grain-matched face panels of carefully selected native woods. Sold by Curtis Woodwork dealers everywhere.



CURTIS NEW LONDONER

HOLLOW-CORE FLUSH DOORS

SEE US AT THE N.A.H.B. SHOW—BOOTHS 531-573-574
SHERMAN HOTEL, CHICAGO—JANUARY 16-20

Curtis Companies Service Bureau
200 Curtis Building
Clinton, Iowa

AB-1-55

I want to know more about Curtis New Londoner and Curtis American flush doors. Please send literature.

Name.....

Address.....

City.....*State*.....



AMERICAN
SASH BALANCE & WEATHERSTRIP COMBINATION

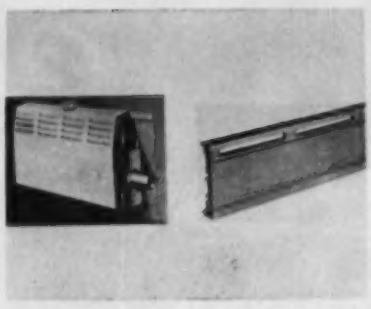
Keeps windows operating easily for years after installation. Designed and manufactured to compensate for shrinkage, warping or bowing — the common source of trouble with wood double hung windows. Sell your customers a lifetime of trouble free window operation by using American Sash balance and Weatherstrip combinations for your wood double hung windows. Costs less — lasts longer — simple and economical to install.

Use the coupon below to get your free folder showing the many features of American's new and revolutionary Sash balance and Weatherstrip combination.

AGENTS MFR. REP. Some protected territories open — Write for particulars

AMERICAN WINDOW COMPANY
6724 S. ASHLAND AVE., CHICAGO 36, ILL.

AMERICAN WINDOW COMPANY
6724 S. ASHLAND AVE., CHICAGO 36, ILL.
Gentlemen: Please send further information on your Sash Balance and Weatherstrip Combination.
I am a ☐ home owner ☐ builder ☐ dealer ☐ window jobber ☐ manufacturer
Name_____
Address_____
City_____ State_____



AB15245—BASEBOARD RADIATION—Dunkirk Radiator Corporation, Dept. AB, Dunkirk, N. Y. Dunkirk Blue Circle seamless copper tube with aluminum fins assure maximum heat transfer and quick sensitivity to changing temperature demands. Covers are slim, neat, inconspicuous, and available with or without dampers. They are prime coated in a neutral finish for easy matching with any interior decor.



AB15308—SOLID TIMBER FABRICATION SERVICE—Rilco Laminated Products, Inc., Dept. AB, W-2591 First National Bank Bldg., St. Paul 1, Minn. Solid timber structural products fabricated to specifications are available. Wide range of structural assemblies includes timber roof trusses, rafters, beams, false work for concrete structures. Members delivered cut to length, shape and drilled for connection hardware.



AB15309—LIGHTING CONTROLS—The Superior Electric Company, Dept. AB, Bristol, Conn. "Luxtrol," shown above, permits homeowner to vary light intensity of lamps and lighting fixtures to any degree, from complete darkness to full brightness. The Luxtrol unit is a 360-watt variable autotransformer operating from a 120-volt AC source, can easily be wired into new or existing circuits. Price: about $30.00.

♦ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

BUILT-IN RADIOS



. . . Only 3⅞" Deep!

- Fits in standard 4" partition
- Excellent tone and selectivity
- Installed as easily as any electric outlet
- For kitchen, bath, bedroom, etc.
- Colored plastic panels
- Approved by Underwriters'
- Retails for **$43.50** less panels

Write today for specifications and low builder prices.
(Dealer inquiries invited)

FLUSH WALL RADIO COMPANY
1012A84 Cleveland St., Clearwater, Fla.



WITH **Jiffy**
SAWHORSE BRACKETS

- NO NAILS
- NO BOLTS
- NO SCREWS

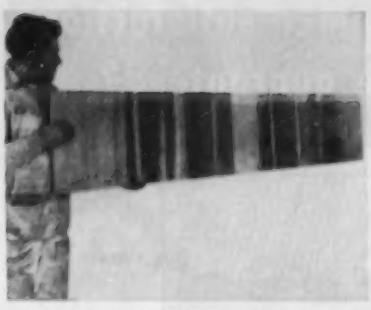


All welded construction. Use any 2x4s for legs and crossbar.

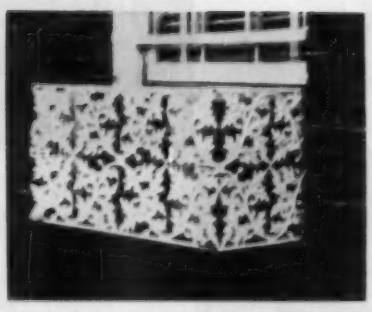
Set up or knocked down instantly. Easy to move from job to job, and easy to store.

For sale in most hardware and lumber stores. If your dealer cannot supply you, write us direct.

GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICH.



AB15345—TEXTURED CEDAR SIDING—The Shake-a-Ply Co., P. O. Box 577, Dept. AB, North Portland, Ore. Here is a durable, textured cedar siding named Shake-a-Ply that is made of Western Red Cedar Shakes bonded to Western Red Cedar undercoursing to form a waterproof siding panel 8 ft. by nominal 18 in. Panels are machined to exact measurements, do not require template for installation. Joints are made over a stud and ends butted.



AB15324—ORNAMENTAL METAL—Tennessee Fabricating Company, Dept. AB, 1490 Grimes St., Memphis, Tenn. "Windo-Grille," is made up of cast aluminum panels bolted together, are fully adjustable to fit windows from 27 in. up. Panels are 8 and 16 in. wide, can be put together to form window shutters, flower box or inter cornice or as blind for window air conditioner. Suggested price of standard unit: $22.50.



AB15380—SLIDING HOLLOW METAL DOOR—Diebold Inc., Dept. AB, Canton 2, Ohio. This Sliding Pocket Unit No. 151-24 of the Diebold line is completely self-contained comprising a door, steel framing and all necessary hardware. Shipped k.d., it is easy to assemble according to the manufacturer. Can be installed in conventional wall construction. Door and entire pocket frame is prime coated in a neutral color.



AB15218 — ACCORDION FOLD SHOWER DOOR—American Shower Door Company, Dept. AB, Hollywood 38, Calif. An accordion-fold shower door gives access to the entire tub. The unit operates by means of a telescoping header bar and is adjustable to fit any recessed tub of 56 to 66 inches. The door is unbreakable, the panels are of polyethylene plastic, in four colors: coral, sea green, sky blue, and gray. The unit weighs only 29 pounds.



AB15379—SEWER PIPE—Brown Co., Dept. AB, 150 Causeway St., Boston 14, Mass. This Bermica root-proof sewer pipe is chemically resistant to ground acids and ground alkalies; withstands freezing and thawing, and will not tuberculate, corrode or disintegrate in service. It is manufactured in 8 foot lengths of 2, 3, 4, 5 and 6 inch inside diameter. Fittings are Tee, Wye, ⅛ Bend, ¼ Bend. Easily assembled; no pipe compounds needed.



AB15247—STEEL TAPE—Evans & Co., Inc., Dept. AB, Elizabeth, N. J., announces a new steel pocket tape with a ¾-inch blade 10 feet long. The steel tape will extend straight into the air to practically its entire length. A removable belt clip is provided free with each tape which makes the tape easily accessible. Double marking—one edge in 16ths and inches, the other in feet and 32nds for the first six inches.



AB15241 — MASONRY SAW — Construction Machinery Sales Co., Dept. AB, Waterloo, Iowa. This masonry saw has many novel features. With simple modifications, long cuts can be made. It is also easy to convert to a slab cutter. Among its features is an extra wide table for greater stability. The saw can make the regular cuts without any of the conversion units. A one man operation, the dust and spray are thrown away from the operator.



AB15257—METAL WINDOW—Hope's Windows, Inc., Dept. AB, Jamestown, N. Y. Photo above shows type 2323 Residence Holford Casement set in combination Inside-Outside trim of solid steel, that can be used for wood frame, brick veneer, solid masonry or masonry block construction. Head and jamb members are 18-gauge steel, sill 16-gauge; bonderized and dipped one coat DuPont's special anti-corrosive paint.



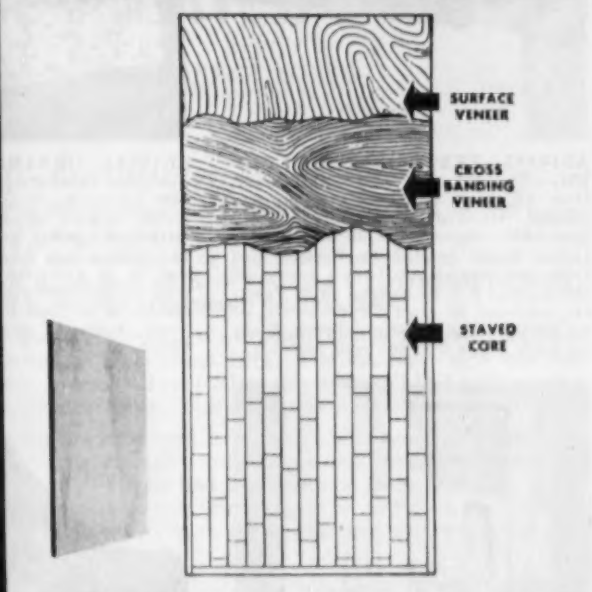
AB15275—FASCIA STRIP—Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City, Okla. An optional item in sliding door hardware line, new FM-300 fascia strip is made of extruded aluminum with a silvery-satin finish. As illustrated in the operating model above, strip is attached directly in front of overhead track, covers all exposed hardware, eliminates further need for wood trim. Comes in standard lengths for any opening.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

what doors do you recommend...

when customer satisfaction must be guaranteed?





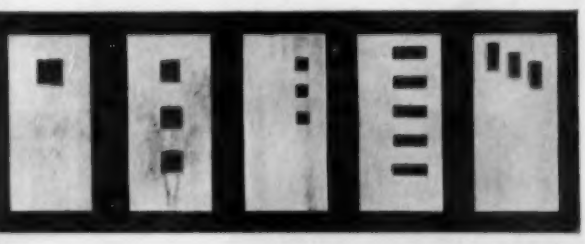
HOLLOW-CORE

Curtis New Londoner hollow-core flush doors have an exclusive all-wood locked-in core which means lifetime satisfaction. These doors have the balanced construction which assures dimensional stability. Moisture content is balanced during manufacture by careful control and re-drying. Three-ply panels form each face of the door for balanced sturdiness. Interlocking grid is meshed in correct size for maximum strength. Every part of the Curtis New Londoner is balanced for full protection against sticking and warping.

SOLID-CORE

Curtis American solid-core flush doors provide complete protection against moisture absorption because of advanced bonding methods which permit the use of thinner face veneers, thus bringing the glue moisture barrier closer to the surface. Cores are kiln-dried pine; hardwood edge strips all around (veneer cross-banded selected face veneer); all plies are bonded with phenolic resin by the hot plate process. Can be had in dimensions up to 4′ x 8′. Widely used in schools and hospitals. Special doors can be built to your specifications.

Both Curtis New Londoner hollow-core flush doors and Curtis American solid-core flush doors come with beautifully grain-matched face panels of carefully selected native woods. Sold by Curtis Woodwork dealers everywhere.



CURTIS NEW LONDONER HOLLOW-CORE FLUSH DOORS

SEE US AT THE N.A.H.B. SHOW—BOOTHS 531-573-574
SHERMAN HOTEL, CHICAGO—JANUARY 16-20

Curtis Companies Service Bureau
200 Curtis Building
Clinton, Iowa

AB-1-55

I want to know more about Curtis New Londoner and Curtis American flush doors. Please send literature.

Name.....

Address.....

City.....*State*.....

SAVED 10% on ROOF CONSTRUCTION 5% on INSURANCE with RILCO beams



The Contractor Says —

"In the past several years we have erected several types of Rilco Laminated Arches. The exposed beams used on the Grewell Store of Independence, Kansas, were some of the easiest we have put up . . . fabricated perfectly, this resulted in decreased erection costs.

"This type roof with exposed beams lowered roof construction costs about 10%. The insurance rate was also 5% lower. All roof labor was accomplished with regular carpenter labor. This cut erection time.

"We have received inquiries on this type of construction for drug stores, beauty shops and ladies' ready-to-wear shops. We have had business men from two other states travel here to see this store. The owner of the building is well pleased with its appearance and with the construction costs."

H. L. Cunningham, Contractor
Independence, Kansas

And the Designer Says —

"I selected Rilco because its natural warmth would enhance the sales appeal of merchandise and would help the store harmonize with the neighborhood. Flexibility of design and speed of erection are also valuable assets."

William D. Webb
Independence, Kansas



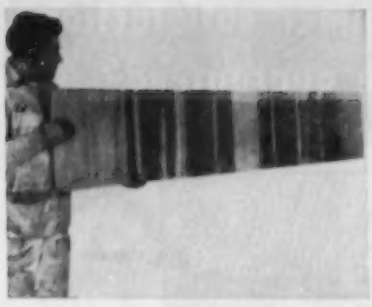
Manufactured of Quality Materials to meet your specifications, Rilco Laminated Wood Products are fabricated from select Douglas Fir and manufactured with modern precision equipment under rigid factory control. Rilco's experienced engineers will be glad to consult with you and give you "on the job" cooperation—

WRITE US FOR COMPLETE INFORMATION

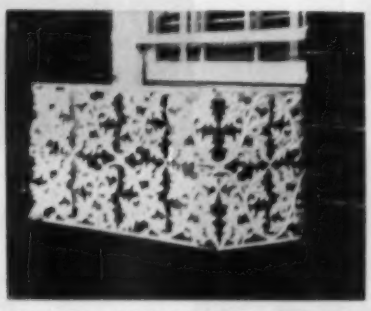
RILCO *works wonders with wood*

RILCO LAMINATED PRODUCTS, INC.

WILKES-BARRE, PA., MANHATTAN, KAN., FT. WAYNE, IND., TACOMA, WASH.



AB15345—TEXTURED CEDAR SIDING—The Shake-a-Ply Co., P. O. Box 577, Dept. AB, North Portland, Ore. Here is a durable, textured cedar siding named Shake-a-Ply that is made of Western Red Cedar Shakes bonded to Western Red Cedar undercoursing to form a waterproof siding panel 8 ft. by nominal 18 in. Panels are machined to exact measurements, do not require template for installation. Joints are made over a stud and ends butted.



AB15324—ORNAMENTAL METAL—Tennessee Fabricating Company, Dept. AB, 1490 Grimes St., Memphis, Tenn. "Windo-Grille," is made up of cast aluminum panels bolted together, are fully adjustable to fit windows from 27 in. up. Panels are 8 and 16 in. wide, can be put together to form window shutters, flower box or inter cornice or as blind for window air conditioner. Suggested price of standard unit: $22.50.



AB15380—SLIDING HOLLOW METAL DOOR—Diebold Inc., Dept. AB, Canton 2, Ohio. This Sliding Pocket Unit No. 151-24 of the Diebold line is completely self-contained comprising a door, steel framing and all necessary hardware. Shipped k.d., it is easy to assemble according to the manufacturer. Can be installed in conventional wall construction. Door and entire pocket frame is prime coated in a neutral color.



AB15218 — ACCORDION FOLD SHOWER DOOR—American Shower Door Company, Dept. AB, Hollywood 38, Calif. An accordion-fold shower door gives access to the entire tub. The unit operates by means of a telescoping header bar and is adjustable to fit any recessed tub of 56 to 66 inches. The door is unbreakable, the panels are of polyethylene plastic, in four colors: coral, sea green, sky blue, and gray. The unit weighs only 29 pounds.



AB15379—SEWER PIPE—Brown Co., Dept. AB, 150 Causeway St., Boston 14, Mass. This Bermica root-proof sewer pipe is chemically resistant to ground acids and ground alkalies; withstands freezing and thawing, and will not tuberculate, corrode or disintegrate in service. It is manufactured in 8 foot lengths of 2, 3, 4, 5 and 6 inch inside diameter. Fittings are Tee, Wye, ⅛ Bend, ¼ Bend. Easily assembled; no pipe compounds needed.



AB15247—STEEL TAPE—Evans & Co., Inc., Dept. AB, Elizabeth, N. J., announces a new steel pocket tape with a ⅝-inch blade 10 feet long. The steel tape will extend straight into the air to practically its entire length. A removable belt clip is provided free with each tape which makes the tape easily accessible. Double marking—one edge in 16ths and inches, the other in feet and 32nds for the first six inches.



AB15241 — MASONRY SAW — Construction Machinery Sales Co., Dept. AB, Waterloo, Iowa. This masonry saw has many novel features. With simple modifications, long cuts can be made. It is also easy to convert to a slab cutter. Among its features is an extra wide table for greater stability. The saw can make the regular cuts without any of the conversion units. A one man operation, the dust and spray are thrown away from the operator.

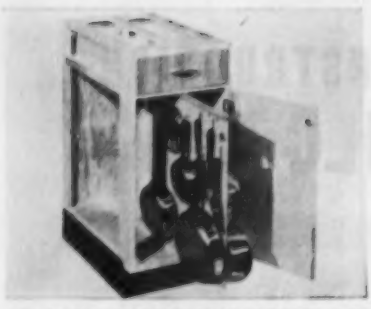


AB15257—METAL WINDOW—Hope's Windows, Inc., Dept. AB, Jamestown, N. Y. Photo above shows type 2323 Residence Holford Casement set in combination Inside-Outside trim of solid steel, that can be used for wood frame, brick veneer, solid masonry or masonry block construction. Head and jamb members are 18-gauge steel, sill 16-gauge; bonderized and dipped one coat DuPont's special anti-corrosive paint.



AB15275—FASCIA STRIP—Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City, Okla. An optional item in sliding door hardware line, new FM-300 fascia strip is made of extruded aluminum with a silvery-satin finish. As illustrated in the operating model above, strip is attached directly in front of overhead track, covers all exposed hardware, eliminates further need for wood trim. Comes in standard lengths for any opening.

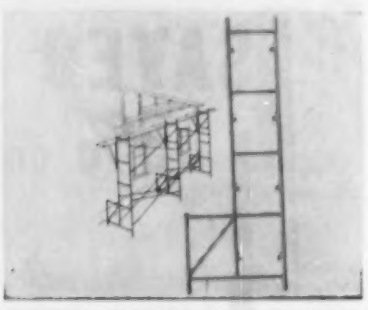
♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229



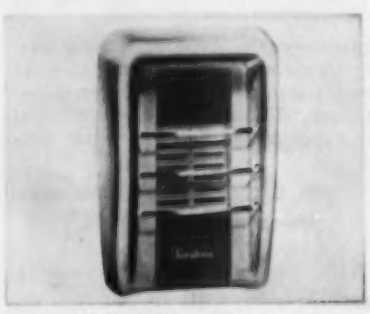
AB15358—KITCHEN CABINET ACCESSORIES—Brammer Mfg. Co., Dept. AB, Davenport, Iowa. Heading list of accessories for "wild grain birch" kitchen cabinet line is a general purpose unit that can be fitted with any combination of drawers, trays, wire baskets, sealed bread trays, or pan rack as shown above. Sliding pegboard insert glides into room when door opens. Another accessory feature is "roll-out" food cart.



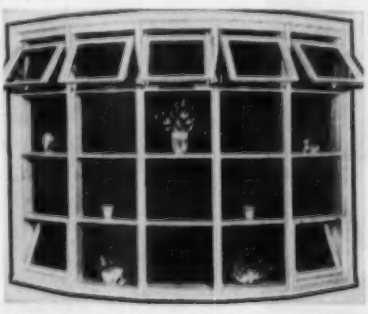
AB15264 — PACKAGED HOUSE — Inland Homes Corp., Dept. AB, 501 College St., Box 915, Piqua, Ohio. Inland Homes introduces its 42x24 ft., 1,008 sq. ft. packaged house, with 6 elevations, no basement, 4 bedrooms, 250 sq. ft. for kitchen-dining room (or the 4th bedroom). House includes aluminum double-foil insulation, insulated sheathing, hardwood floors, Birch flush doors, Youngstown cabinets, aluminum windows.



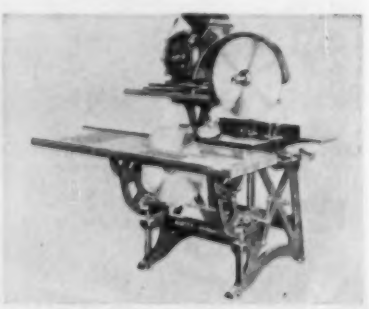
AB15235—TUBULAR STEEL SCAFFOLDING—Bil-Jax, Inc., Dept. AB, Archbold, Ohio. Wide base scaffold end frame designed especially for builders of modern ranch homes has been introduced by this manufacturer. The frame is 9 feet high, base is 42 inches wide and the ladder portion is 21 inches wide. The units are joined together with scissor braces. Four foot ladder sections are available for extending to 15 feet maximum.



AB15223 — WALL HEATER — Armstrong Products Corp., Dept. AB, Huntington 12, W. Va. Made for any type gas and sized to fit standard openings, Model 108 is 21 in. high, 13 in. wide; recessed section is only 3½ in. deep. The front is one piece of white porcelain and panels are platinum gray, a popular bathroom shade. Lower panel is hinged to give easy access to the valve and air regulator. 8,000 Btu unit is unvented, AGA approved.



AB15360 — SECTIONAL BOW WINDOW—General Woodcraft Co. Inc., Dept. AB, P.O. Box 31, North Bergen, N.J. Glazed with Thermopane, the new "Woodco Bow-Bay" comes as complete unit in many sizes and patterns. Units have roto-operating vents and also are available with hopper vents for indirect ventilation. Venting sash are fitted with "Fabrico" all-aluminum screen; vents can be operated without opening or removing screens.



AB15286—12-IN-ONE WOODWORKER—The Master Woodworker Mfg. Co., Dept. AB, East Fort at Brush, Detroit 26, Mich. The new Master Universal Woodworker has Neverslip pulleys—tilting table—adjustable rip fence—overhead cross-cut radial saw—underslung rip saw and jointer in one machine. Does crosscutting, dadoing, mitering, routing, tenoning, ripping, moulding, plowing, jointing, boring, bevel ripping, compound miters.



AB15303 — AIR CONDITIONER — Remington Corp., Dept. AB, Auburn, N. Y. Heavy duty member of Remington's new residential line of air conditioners is this air-cooled unit for installation in basement, attic or utility room. It comes in two models: 180 is 1½ h.p., while 250 is 2 h.p. These models will comfortably air condition three and four rooms with a minimum of ductwork required.



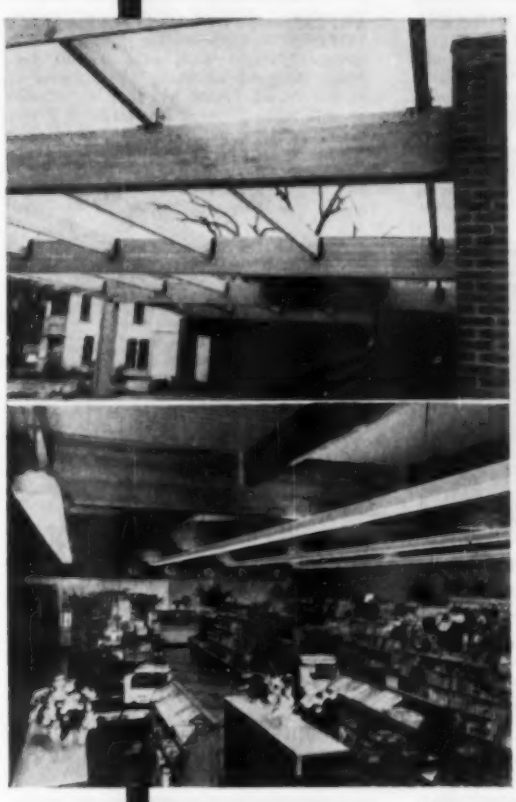
AB15299—GARAGE DOOR HARDWARE—Richards-Wilcox Mfg. Co., Dept. AB, Aurora, Ill. R-W's new No. 199 Positive Balance garage door hardware can be used on any stock commercial door, and operates efficiently on door weighing from 75 to 175 lbs. There is a heavy-duty set for doors weighing 175 to 375 lbs. Each set is equipped with a spring stabilizer for easy floating action of the door.



AB15227—LOW-COST TARPAULINS Angie Corp., Dept. AB, Farmingham, Mass. This concern features Brownskin Tarpaulins. These are two laminated layers of tough, asphalt impregnated Brownskin which have been reinforced with Fiberglas for extra strength. The surface has been creped for extra flexibility. They are grommeted every 24 inches. Available in sizes ranging from 8x10 feet to 15x30 feet.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229

SAVED 10% on ROOF CONSTRUCTION
5% on INSURANCE with RILCO beams



The Contractor Says —

"In the past several years we have erected several types of Rilco Laminated Arches. The exposed beams used on the Grewell Store of Independence, Kansas, were some of the easiest we have put up . . . fabricated perfectly, this resulted in decreased erection costs.

"This type roof with exposed beams lowered roof construction costs about 10%. The insurance rate was also 5% lower. All roof labor was accomplished with regular carpenter labor. This cut erection time.

"We have received inquiries on this type of construction for drug stores, beauty shops and ladies' ready-to-wear shops. We have had business men from two other states travel here to see this store. The owner of the building is well pleased with its appearance and with the construction costs."

H. L. Cunningham, Contractor
Independence, Kansas

And the Designer Says —

"I selected Rilco because its natural warmth would enhance the sales appeal of merchandise and would help the store harmonize with the neighborhood. Flexibility of design and speed of erection are also valuable assets."

William D. Webb
Independence, Kansas



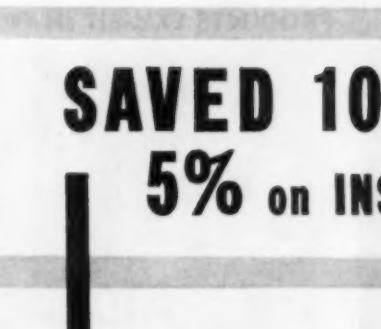
Manufactured of Quality Materials to meet your specifications, Rilco Laminated Wood Products are fabricated from select Douglas Fir and manufactured with modern precision equipment under rigid factory control. Rilco's experienced engineers will be glad to consult with you and give you "on the job" cooperation—

WRITE US FOR COMPLETE INFORMATION

RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.

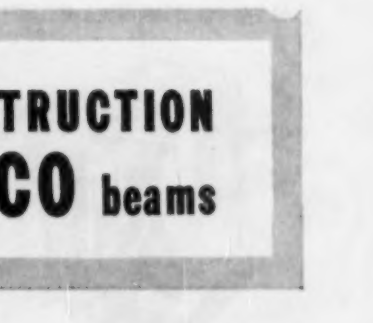
WILKES-BARRE, PA., MANHATTAN, KAN., FT. WAYNE, IND., TACOMA, WASH.



AB15342—FOOD WASTE DISPOSER—In-Sink-Erator Manufacturing Co., Dept. AB, Racine, Wis. This food waste disposer features automatic reversing action; continuous feeding and simple self-service all coupled with a new, silent operation. Installation is simple: cover flange is set in sink drain opening and a snap ring locks it in place. A slotted hook-on flange on disposer makes a simple, fast "hook" to cover flange; no special device needed.

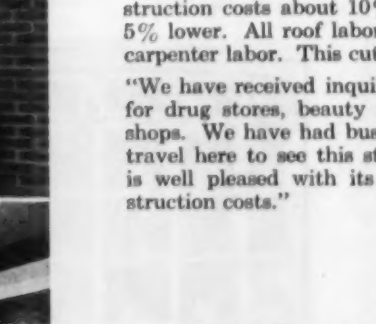


AB15228—10-INCH SAW—Boice-Crane Co., Dept. AB, 966 Central Ave., Toledo 6, Ohio. This is the new Master-Monotrol tilting arbor saw. It will rip to 37-in. wide, and has a thickness capacity and vertical blade travel at point of use of 3¼-in. All parts of the control system are self cleaning. The higher arbor speed of 4,200 r.p.m. results in fast, clean cuts. Special safety factors. Top measures 20-in. by 27½-in. Height is 34-in.



AB15382—INTERLOCKING WEATHERSTRIPPING — E-Z-ON Weatherstripping, Robert N. Baltz & Co., Dept. AB, 1009 Harvard Terrace, Evanston, Ill. This is a surface weatherstripping for double hung wood or metal windows. The interlocking members are made of zinc, and are available in sets ready cut for window and doors. The manufacturer states that anyone can apply the weatherstripping either on the inside or the outside of the house.

AB15340 — NYLON INSULATION HANGERS WITH NEW QUICK-SET ADHESIVE—Goodloe E. Moore, Inc., Dept. AB, Danville, Ill., has perfected a new Tuff-Weld nylon two-piece hanger especially suited for bonding with their Tuff-Bond Quick-Set adhesive. Tapered holes in hanger gives adhesive additional grip and more perfect bond. Approximately 3,000 hangers can be installed on smooth surface with one gallon of this adhesive. Hangers are easily assembled as used.



AB15343 — HORIZONTAL SLIDING WINDOW—Self Storing Window Company, Inc., Dept. AB, Minneapolis, Minn. This new DeVAC window is called "Contempt" because of its perfect application to contemporary design. A horizontal sliding or glider-type unit, it features sash and full length screen removable from inside. Aluminum is extruded and anodized. Screen is fiberglass. Twelve standard sizes, with special sizes upon request.



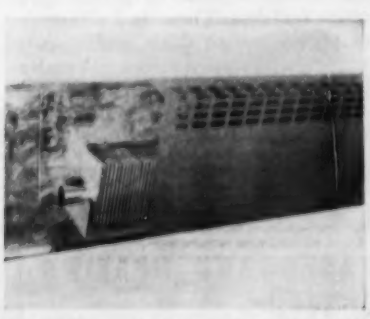
AB15260 — ONE-PIECE GARAGE DOOR—The Howell Manufacturing Co., Dept. AB, Cottman and Hasbrook Avenues, Philadelphia 11, Pa. The "Mon-O-Dor" shown here, features hardware in rust-prohibitive finish, automatic cylinder lock handle, crank shaft arm eliminating sway and assuring balance and weather tightness. Assembled with only 16 carriage bolts, door is available in 8-ft. by 7-ft. stock size.



AB15321—ALL-TILE BATHROOM—Tile Council, Dept. AB, 10 E. 40th St., New York 16, N. Y. A small enclosed garden, bathtub of clay tile, long reading shelf are features of bathroom designed by Marcel Breuer. Color scheme is grey, white and black clay tile. Small islands of tile are worked into design of garden pavement. Floor plan and pictures of other features of this bathroom are available.

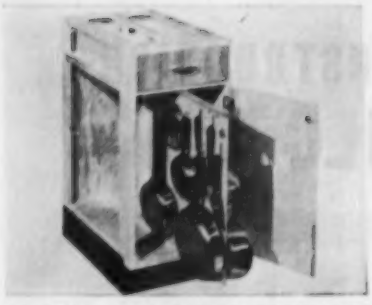


AB15398 — EYE-LEVEL OVEN — COUNTER TOP BURNERS—Detroit-Michigan Stove Co., Dept. AB, 6900 East Jefferson Ave., Detroit 31, Mich. Oven and burner are of stainless steel, oven has electric clock, 4-hour electric interval timer, oven at eye level, has oven window, flood light, waist-high broiler. Table-top burners light automatically, have removable porcelain grates, porcelain clean out tray.



AB15392 — BASEBOARD HEATING SYSTEM—Ejay Manufacturing Co., Dept. AB, 124 Boyd St., Winsted, Conn. The Ejay baseboard heating system is a complete system with 9¼ in. high back plate 5 ft. long, is made of galvanized steel for reflection. Front panel is 9¼ in. high 5 ft. long of zinc-coated steel ready for finishing coat of paint. Core is 4½ ft. long ¾ in. copper tubing with aluminum fins attached.

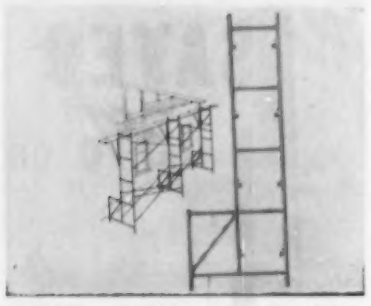
♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



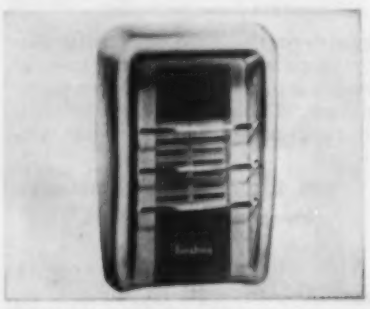
AB15358—KITCHEN CABINET ACCESSORIES—Brammer Mfg. Co., Dept. AB, Davenport, Iowa. Heading list of accessories for "wild grain birch" kitchen cabinet line is a general purpose unit that can be fitted with any combination of drawers, trays, wire baskets, sealed bread trays, or pan rack as shown above. Sliding pegboard insert glides into room when door opens. Another accessory feature is "roll-out" food cart.



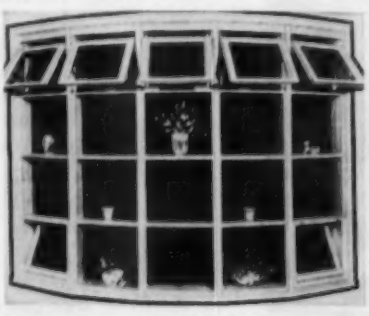
AB15264 — PACKAGED HOUSE — Inland Homes Corp., Dept. AB, 501 College St., Box 915, Piqua, Ohio. Inland Homes introduces its 42x24 ft., 1,008 sq. ft. packaged house, with 6 elevations, no basement, 4 bedrooms, 250 sq. ft. for kitchen-dining room (or the 4th bedroom). House includes aluminum double-foil insulation, insulated sheathing, hardwood floors, Birch flush doors, Youngstown cabinets, aluminum windows.



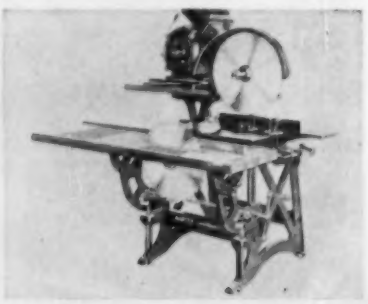
AB15235—TUBULAR STEEL SCAFFOLDING—Bil-Jax, Inc., Dept. AB, Archbold, Ohio. Wide base scaffold end frame designed especially for builders of modern ranch homes has been introduced by this manufacturer. The frame is 9 feet high, base is 42 inches wide and the ladder portion is 21 inches wide. The units are joined together with scissor braces. Four foot ladder sections are available for extending to 15 feet maximum.



AB15223 — WALL HEATER — Armstrong Products Corp., Dept. AB, Huntington 12, W. Va. Made for any type gas and sized to fit standard openings, Model 108 is 21 in. high, 13 in. wide; recessed section is only 3½ in. deep. The front is one piece of white porcelain and panels are platinum gray, a popular bathroom shade. Lower panel is hinged to give easy access to the valve and air regulator. 8,000 Btu unit is unvented, AGA approved.



AB15360 — SECTIONAL BOW WINDOW—General Woodcraft Co. Inc., Dept. AB, P.O. Box 31, North Bergen, N.J. Glazed with Thermopane, the new "Woodco Bow-Bay" comes as complete unit in many sizes and patterns. Units have roto-operating vents and also are available with hopper vents for indirect ventilation. Venting sash are fitted with "Fabrico" all-aluminum screen; vents can be operated without opening or removing screens.



AB15286—12-IN-ONE WOODWORKER—The Master Woodworker Mfg. Co., Dept. AB, East Fort at Brush, Detroit 26, Mich. The new Master Universal Woodworker has Neverslip pulleys—tilting table—adjustable rip fence—overhead cross-cut radial saw—underslung rip saw and jointer in one machine. Does crosscutting, dadoing, mitering, routing, tenoning, ripping, moulding, plowing, jointing, boring, bevel ripping, compound miters.



AB15303 — AIR CONDITIONER — Remington Corp., Dept. AB, Auburn, N. Y. Heavy duty member of Remington's new residential line of air conditioners is this air-cooled unit for installation in basement, attic or utility room. It comes in two models: 180 is 1½ h.p., while 250 is 2 h.p. These models will comfortably air condition three and four rooms with a minimum of ductwork required.



AB15299—GARAGE DOOR HARDWARE—Richards-Wilcox Mfg. Co., Dept. AB, Aurora, Ill. R-W's new No. 199 Positive Balance garage door hardware can be used on any stock commercial door, and operates efficiently on door weighing from 75 to 175 lbs. There is a heavy-duty set for doors weighing 175 to 375 lbs. Each set is equipped with a spring stabilizer for easy floating action of the door.



AB15227—LOW-COST TARPAULINS Angie Corp., Dept. AB, Farmingham, Mass. This concern features Brownskin Tarpaulins. These are two laminated layers of tough, asphalt impregnated Brownskin which have been reinforced with Fiberglas for extra strength. The surface has been creped for extra flexibility. They are grommeted every 24 inches. Available in sizes ranging from 8x10 feet to 15x30 feet.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229

Part of the 147-house project at Cedarcrest, a charming, wooded section of Canton, Mass. Ranch homes, priced from $10,400, have heating comfort of custom-built homes. Builder: Frank Losordo Sons, Inc., Hyde Park, Mass. Heating Contractor: Frank Losordo.

$10,400 Ranch Home with Webster Tru-Perimeter Heating

Frank Losordo builds these 3-bedroom ranch houses, size 36x24 feet, to sell for $10,400, with Webster Tru-Perimeter Forced Hot Water Baseboard Heating . . . Says, "The low cost operation of a good heating system is a big sales factor."

Heating is gentle and draft-free . . . Picture window areas are completely comfortable . . . There's no loss of floor or wall space, no "heating" in sight, nothing to interfere with furniture or decoration . . . Wasteful overheating is avoided.



Webster Tru-Perimeter Forced Hot Water Baseboard Heating offsets heat loss beneath large window areas and along all exposed walls.

First choice for custom-built homes, Webster Baseboard Heating also meets requirements of quality operation builders. There is a minimum of piping, no air ducts, radiators or registers. Write for folder, "Wonderful Webster Baseboard Heating."

Address Dept. AB-1

WARREN WEBSTER & CO.
Camden 5, N.J. Representatives in Principal Cities
In Canada, Darling Brothers, Limited, Montreal

Webster
TRU-PERIMETER FORCED HOT WATER
BASEBOARD HEATING

SEE

Webster Baseboard Heating at the NAHB Exposition Conrad Hilton Hotel Booth No. 126



AB15304—WALL OVEN CABINETS Republic Steel Kitchens, Dept. AB, Canton, Ohio. This oven cabinet combination saves valuable floor space. Designed to take Thermador, I. & H, Presteline or Thor built-in ovens, over-all height is 84 inches, width is 24 inches, depth is 24½ inches. List price f.o.b. Canton is about $70 for the oven cabinet, $33 for the top unit, $20 for the frame.



AB15311—STEEL BRIDGING—Sta-Tite, Inc., Dept. AB, 4020 N. Port Washington Ave., Milwaukee 12, Wis. Looking up at an installation of Sta-Tite bridging as the lower end of the second brace is being secured. Any small nail may be used because the flange alone secures the brace. The flanged-grips and ample bearing surfaces distribute the load independently of the nail's. Made in all sizes.



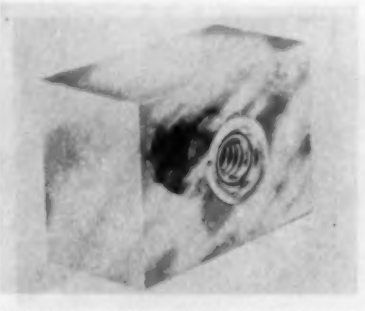
AB15313—HEAVY-DUTY LOADERS Shawnee Mfg. Co., Dept. AB, 1947 N. Topeka Blvd., Topeka, Kans. Two new heavy-duty loaders, one called the "Loadmaster," for larger tractors; the other, the "Special," for smaller tractors. Both models have welded construction and feature a two-pin installation for removal which can be done in less than 10 minutes. Raising height clears average truck bodies.



AB15312 — TRACTOR - DRAWN SPREADER—O. M. Scott & Sons Co., Dept. AB, Marysville, Ohio. This spreader was developed primarily for use with small bantam tractors or self-powered riding mowers. Spreading width is 36 inches, and ¼ of an acre can be treated with one filling. Rate control has 20 adjustments, making possible applications of fine lawn seed or weed control particles and fertilizer.



AB15305—CALCULATING MACHINE Remington Rand, Inc., Dept. AB, 315 Fourth Ave., New York 10, N. Y. Remington Rand's new Model 99 automatic printing calculator is a compact, 10-key machine which takes the drudgery out of office mathematics. Recommended for producing accurate materials, cost estimates and other specialized figurework required in the building business, such as payrolls, tax returns, and inventories.



AB15314—EXPANSION FASTENERS Star Expansion Products Co., Inc., Dept. AB, 147 Cedar St., New York 6, N. Y. New blind expansion fasteners called "Neo-Grip" secure objects to building materials without tearing or shattering them. When flush, fastener is anchored securely. "Cushioned expansion action" of the neo-prene base rubber sleeve exerts tremendous pressure without tearing or shattering glass, tile or ceramics.

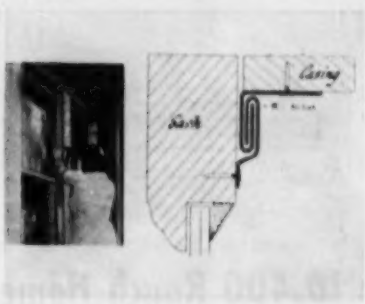
♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229



AB15342—FOOD WASTE DISPOSER—In-Sink-Erator Manufacturing Co., Dept. AB, Racine, Wis. This food waste disposer features automatic reversing action; continuous feeding and simple self-service all coupled with a new, silent operation. Installation is simple: cover flange is set in sink drain opening and a snap ring locks it in place. A slotted hook-on flange on disposer makes a simple, fast "hook" to cover flange; no special device needed.



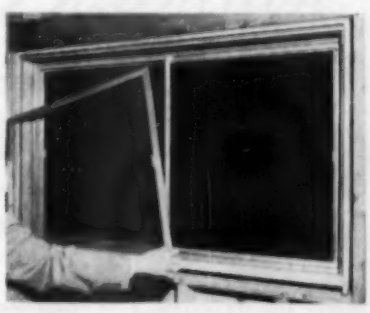
AB15228—10-INCH SAW—Boice-Crane Co., Dept. AB, 966 Central Ave., Toledo 6, Ohio. This is the new Master-Monotrol tilting arbor saw. It will rip to 37-in. wide, and has a thickness capacity and vertical blade travel at point of use of 3¼-in. All parts of the control system are self cleaning. The higher arbor speed of 4,200 r.p.m. results in fast, clean cuts. Special safety factors. Top measures 20-in. by 27½-in. Height is 34-in.



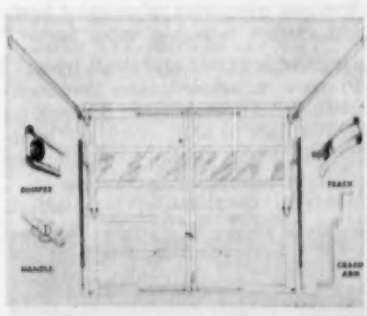
AB15382—INTERLOCKING WEATHERSTRIPPING — E-Z-ON Weatherstripping, Robert N. Baltz & Co., Dept. AB, 1009 Harvard Terrace, Evanston, Ill. This is a surface weatherstripping for double hung wood or metal windows. The interlocking members are made of zinc, and are available in sets ready cut for window and doors. The manufacturer states that anyone can apply the weatherstripping either on the inside or the outside of the house.



AB15340 — NYLON INSULATION HANGERS WITH NEW QUICK-SET ADHESIVE—Goodloe E. Moore, Inc., Dept. AB, Danville, Ill., has perfected a new Tuff-Weld nylon two-piece hanger especially suited for bonding with their Tuff-Bond Quick-Set adhesive. Tapered holes in hanger gives adhesive additional grip and more perfect bond. Approximately 3,000 hangers can be installed on smooth surface with one gallon of this adhesive. Hangers are easily assembled as used.



AB15343 — HORIZONTAL SLIDING WINDOW—Self Storing Window Company, Inc., Dept. AB, Minneapolis, Minn. This new DeVAC window is called "Contempt" because of its perfect application to contemporary design. A horizontal sliding or glider-type unit, it features sash and full length screen removable from inside. Aluminum is extruded and anodized. Screen is fiberglass. Twelve standard sizes, with special sizes upon request.



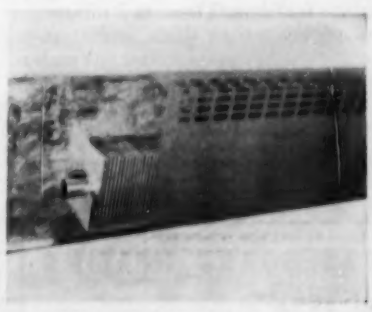
AB15260 — ONE-PIECE GARAGE DOOR—The Howell Manufacturing Co., Dept. AB, Cottman and Hasbrook Avenues, Philadelphia 11, Pa. The "Mon-O-Dor" shown here, features hardware in rust-prohibitive finish, automatic cylinder lock handle, crank shaft arm eliminating sway and assuring balance and weather tightness. Assembled with only 16 carriage bolts, door is available in 8-ft. by 7-ft. stock size.



AB15321—ALL-TILE BATHROOM—Tile Council, Dept. AB, 10 E. 40th St., New York 16, N. Y. A small enclosed garden, bathtub of clay tile, long reading shelf are features of bathroom designed by Marcel Breuer. Color scheme is grey, white and black clay tile. Small islands of tile are worked into design of garden pavement. Floor plan and pictures of other features of this bathroom are available.



AB15398 — EYE-LEVEL OVEN — COUNTER TOP BURNERS—Detroit-Michigan Stove Co., Dept. AB, 6900 East Jefferson Ave., Detroit 31, Mich. Oven and burner are of stainless steel, oven has electric clock, 4-hour electric interval timer, oven at eye level, has oven window, flood light, waist-high broiler. Table-top burners light automatically, have removable porcelain grates, porcelain clean out tray.



AB15392 — BASEBOARD HEATING SYSTEM—Ejay Manufacturing Co., Dept. AB, 124 Boyd St., Winsted, Conn. The Ejay baseboard heating system is a complete system with 9¼ in. high back plate 5 ft. long, is made of galvanized steel for reflection. Front panel is 9¼ in. high 5 ft. long of zinc-coated steel ready for finishing coat of paint. Core is 4½ ft. long ⅝ in. copper tubing with aluminum fins attached.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



USE *Doors of Distinction!*

THE "OVERHEAD DOOR"
TRADE MARK
Residential • Commercial • Industrial

Visit **BOOTH 14** • N.A.H.B. Convention • Conrad Hilton Hotel

OVERHEAD DOOR CORPORATION
Hartford City, Indiana

MANUFACTURING DIVISIONS
HILLSIDE, N. J. • CORTLAND, N. Y. • LEWISTOWN, PA. • OKLAHOMA CITY
NASHUA, N. H. • DALLAS, TEX. • PORTLAND, ORE.

A COMPLETE LINE OF DOORS — A COMPLETE PRICE RANGE!

Above: Special trim gives custom look to a standard model at trifling extra cost. Saves hours of painting time!

This QUALITY GARAGE DOOR adds EYE APPEAL... "BUY" APPEAL!

With today's easy financing, you must offer exciting extra features to attract the home buyer. A spacious garage with The "OVERHEAD DOOR" gives beauty, length and completeness to a home. It gives valuable inside space for work, play, storage — plus car protection — at minimum cost. Be sure to get The "OVERHEAD DOOR" . . . weathertight, easiest to operate. Expertly installed and promptly serviced, it relieves you of responsibilty — because you bought the *best!*

***NEW!* ULTRONIC Door Opener!**

Greatest convenience you can offer the home buyer! Unlocks and opens door, turns on garage lights, from a button on the car dash and a button in garage or house. Closes or *stops* the door instantly. A terrific selling feature for your homes — yet actually costs less than many household appliances. Installed and serviced by the world's largest manufacturers of garage doors exclusively. Call your dealer now!

Below: More spacious appearance is imparted to entire home by a garage with The "OVERHEAD DOOR". Color adds charm!





Part of the 147-house project at Cedarcrest, a charming, wooded section of Canton, Mass. Ranch homes, priced from $10,400, have heating comfort of custom-built homes. Builder: Frank Losordo Sons, Inc., Hyde Park, Mass. Heating Contractor: Frank Losordo.

$10,400 Ranch Home with Webster Tru-Perimeter Heating

Frank Losordo builds these 3-bedroom ranch houses, size 36x24 feet, to sell for $10,400, with Webster Tru-Perimeter Forced Hot Water Baseboard Heating . . . Says, "The low cost operation of a good heating system is a big sales factor."

Heating is gentle and draft-free . . . Picture window areas are completely comfortable . . . There's no loss of floor or wall space, no "heating" in sight, nothing to interfere with furniture or decoration . . . Wasteful overheating is avoided.



Webster Tru-Perimeter Forced Hot Water Baseboard Heating offsets heat loss beneath large window areas and along all exposed walls.

First choice for custom-built homes, Webster Baseboard Heating also meets requirements of quality operation builders. There is a minimum of piping, no air ducts, radiators or registers. Write for folder, "Wonderful Webster Baseboard Heating."

Address Dept. AB-1

WARREN WEBSTER & CO.
Camden 5, N.J. Representatives in Principal Cities
In Canada, Darling Brothers, Limited, Montreal

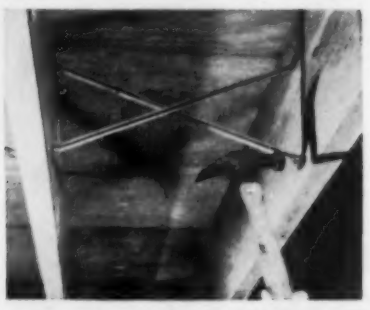
Webster
TRU-PERIMETER FORCED HOT WATER
BASEBOARD HEATING

SEE

Webster Baseboard Heating at the NAHB Exposition Conrad Hilton Hotel Booth No. 126



AB15304—WALL OVEN CABINETS Republic Steel Kitchens, Dept. AB, Canton, Ohio. This oven cabinet combination saves valuable floor space. Designed to take Thermador, I. & H, Presteline or Thor built-in ovens, over-all height is 84 inches, width is 24 inches, depth is 24½ inches. List price f.o.b. Canton is about $70 for the oven cabinet, $33 for the top unit, $20 for the frame.



AB15311—STEEL BRIDGING—Sta-Tite, Inc., Dept. AB, 4020 N. Port Washington Ave., Milwaukee 12, Wis. Looking up at an installation of Sta-Tite bridging as the lower end of the second brace is being secured. Any small nail may be used because the flange alone secures the brace. The flanged-grips and ample bearing surfaces distribute the load independently of the nails. Made in all sizes.



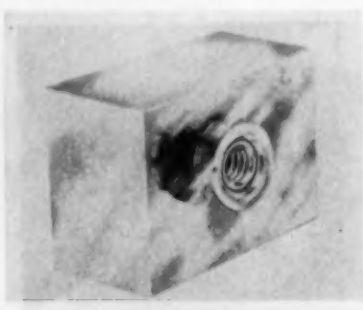
AB15313—HEAVY-DUTY LOADERS Shawnee Mfg. Co., Dept. AB, 1947 N. Topeka Blvd., Topeka, Kans. Two new heavy-duty loaders, one called the "Loadmaster," for larger tractors; the other, the "Special," for smaller tractors. Both models have welded construction and feature a two-pin installation for removal which can be done in less than 10 minutes. Raising height clears average truck bodies.



AB15312 — TRACTOR - DRAWN SPREADER—O. M. Scott & Sons Co., Dept. AB, Marysville, Ohio. This spreader was developed primarily for use with small bantam tractors or self-powered riding mowers. Spreading width is 36 inches, and ¼ of an acre can be treated with one filling. Rate control has 20 adjustments, making possible applications of fine lawn seed or weed control particles and fertilizer.



AB15305—CALCULATING MACHINE Remington Rand, Inc., Dept. AB, 315 Fourth Ave., New York 10, N. Y. Remington Rand's new Model 99 automatic printing calculator is a compact, 10-key machine which takes the drudgery out of office mathematics. Recommended for producing accurate materials, cost estimates and other specialized figurework required in the building business, such as payrolls, tax returns, and inventories.



AB15314—EXPANSION FASTENERS Star Expansion Products Co., Inc., Dept. AB, 147 Cedar St., New York 6, N. Y. New blind expansion fasteners called "Neo-Grip" secure objects to building materials without tearing or shattering them. When flush, fastener is anchored securely. "Cushioned expansion action" of the neo-prene base rubber sleeve exerts tremendous pressure without tearing or shattering glass, tile or ceramics.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*

Let G.E. help you sell your houses at the price you set!



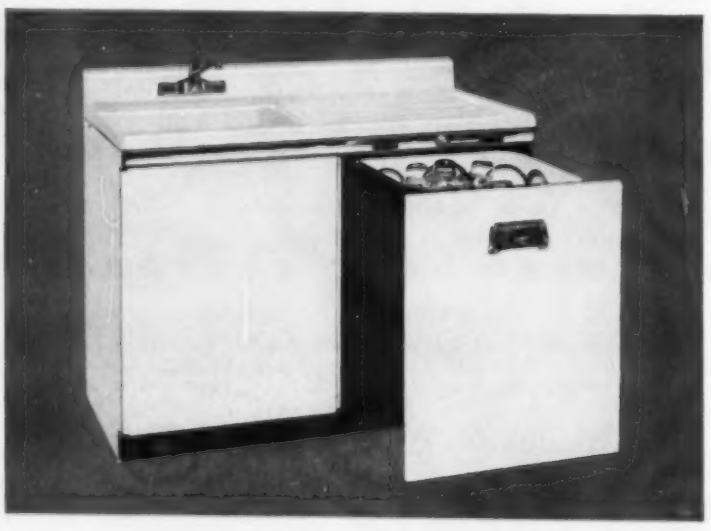
AMERICA'S FAVORITE* APPLIANCES TIP THE SCALE FOR YOU!

New, low-cost Disposall.® Introducing the new FC-40 at a price you, as a builder, can't afford to overlook!

Big capacity. Continuous feed. Quick, easy installation. Removable plug for dishwasher drain connection.

The FC-40 joins the de luxe models FA-4 and FA-45. De luxe models feature safety Twistop control and written 5-year warranty.





New variety in dishwasher designs!

Even one with a wood front! A choice of styles! Models that fit to the right or left of sink! Models on wheels. Models with real wood fronts in knotty pine, birch, mahogany or oak! Here's the extra customer-appeal you need for quicker sales of your new homes.

Every model is a spacesaving under-counter model, 24" wide. Free-standing model, with separate top, is also available. *Get more information.* See G-E catalogue in Sweet's file, or your G-E distributor.

New, custom model dishwasher-sink

General Electric's new custom model electric dishwasher-sink changes the sink area in new homes from a messy work center to the glamour spot of the kitchen.

Pre-plumbed, easy to install, this wonderful, feature-packed new appliance combines the convenience of automatic dishwashing with a beautiful, porcelain-enamel cabinet sink.

*In a recent national survey 55 out of every 100 women said, "General Electric makes the best appliances for the home"!

GENERAL ELECTRIC



AB15357—POWER ROLLER — Consolidated Industries Inc., Dept. AB, West Cheshire, Conn. Popular with contractors for the wide range of light rolling work it can handle, this all-purpose roller with water attachment is said to have these features: low first cost—under $500; low operating cost; ease and speed with which it can be moved from one job to another—run it up a couple of planks under its own power into light pickup truck.



AB15316—STEEL SCAFFOLDING—The Steel Scaffolding Co., Inc., Dept. AB, 856 Humboldt St., Brooklyn 22, N. Y. Putlog Trestles, are all-steel and have nine height adjustments, from 4 to 6 ft. Putlogs are set on top course and bricks or blocks laid over them until maximum working height is reached. Masons then pull the Putlogs from the wall and adjust to new height. When a pin is removed, Putlog folds flat.



AB15221—SPLIT-LEVEL PREFAB—American Houses, Inc., Dept. AB, 165 W. 46th St., New York 36, N. Y. A front to back split-level is among the new models offered by American Houses. Known as the "Hillside," it has 1,060 square feet of living space on two levels plus a 436 square foot recreation room on the third. Carport with enclosed storage area is included in the price. Three bedrooms.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

USE *Doors of Distinction!*

THE "OVERHEAD DOOR"

TRADE MARK

Residential • Commercial • Industrial

Visit **BOOTH 14** • N.A.H.B. Convention • Conrad Hilton Hotel

OVERHEAD DOOR CORPORATION

Hartford City, Indiana

MANUFACTURING DIVISIONS

HILLSIDE, N. J. • CORTLAND, N. Y. • LEWISTOWN, PA. • OKLAHOMA CITY
NASHUA, N. H. • DALLAS, TEX. • PORTLAND, ORE.

A COMPLETE LINE OF DOORS — A COMPLETE PRICE RANGE!

Above: Special trim gives custom look to a standard model at trifling extra cost. Saves hours of painting time!

This QUALITY GARAGE DOOR adds EYE APPEAL... "BUY" APPEAL!

With today's easy financing, you must offer exciting extra features to attract the home buyer. A spacious garage with The "OVERHEAD DOOR" gives beauty, length and completeness to a home. It gives valuable inside space for work, play, storage — plus car protection — at minimum cost. Be sure to get The "OVERHEAD DOOR" . . . weathertight, easiest to operate. Expertly installed and promptly serviced, it relieves you of responsibilty — because you bought the *best!*

***NEW!* ULTRONIC Door Opener!**

Greatest convenience you can offer the home buyer! Unlocks and opens door, turns on garage lights, from a button on the car dash and a button in garage or house. Closes or *stops* the door instantly. A terrific selling feature for your homes — yet actually costs less than many household appliances. Installed and serviced by the world's largest manufacturers of garage doors exclusively. Call your dealer now!

Below: More spacious appearance is imparted to entire home by a garage with The "OVERHEAD DOOR". Color adds charm!



Pour faster with a Jaeger

Look how this mixer puts out stiff concrete as fast as you can take it. You charge in only 5 to 7 seconds with Jaeger's "Skip Shaker" loader. You mix and remix more thoroughly with Jaeger's criss-cross action, then discharge in another 5 to 7 seconds with Jaeger's big bucket and flight blades and special "catch all" spoon.

With that speed you can really turn out yardage with a mixer that's as rugged as it is fast. Your Jaeger has a bigger engine, automotive transmission, Timken bearing drum rollers and heavy duty drum with machined steel tracks — all to give you years of service with low upkeep and without costly breakdowns on your jobs.

Available in 3½, 6, 11, and 165 sizes. Ask for Catalog M-10.

THE JAEGER MACHINE COMPANY 521 Dublin Avenue Columbus 16, Ohio

PUMPS • COMPRESSORS • HOISTS • TRUCK MIXERS • PAVING MACHINES

READYBUILT Fireplaces



No Home Complete Without a Fireplace!

Shipped Complete, Ready to be Installed!

Adds beauty, cheer and comfort to any home, old or new.

The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information. Dept. AB

The READYBUILT PRODUCTS COMPANY
1705-23 McHenry Street Baltimore 23, Md.

ACCURACY IS OUR PRODUCT



WARREN-KNIGHT TRANSIT-LEVELS SAVE TIME & MONEY

Time is money for any builder! That's why Warren-Knight surveying instruments are especially designed to save time and prevent errors. If you will set your sights on a Warren-Knight, you will see errors go down and construction speed up. Here's why.

• Vernier reading to ONE minute for greater accuracy. • 24X telescope is internal focusing. • Close focus—4½ ft. • Extra large shift to save time. • Easy reading—big 3½ inch compass needle. • Extra sensitive telescope level. • Plate level for speedy adjustment. • Sturdy construction for rough handling. • Can be adjusted like wye level.

Send for free Catalog F-51

WARREN-KNIGHT
136 North 12th St., Philadelphia 7, Pa.

Let G.E. help you sell your houses at the price you set!



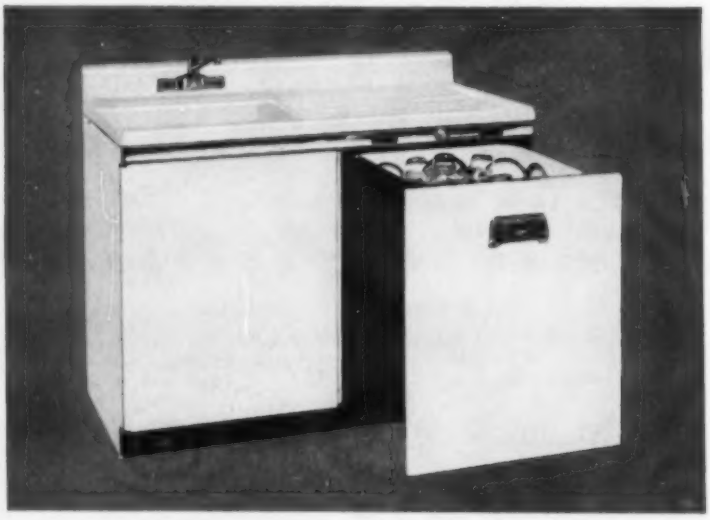
AMERICA'S FAVORITE* APPLIANCES TIP THE SCALE FOR YOU!

New, low-cost Disposall.® Introducing the new FC-40 at a price you, as a builder, can't afford to overlook!

Big capacity. Continuous feed. Quick, easy installation. Removable plug for dishwasher drain connection.

The FC-40 joins the de luxe models FA-4 and FA-45. De luxe models feature safety Twistop control and written 5-year warranty.





New variety in dishwasher designs!

Even one with a wood front! A choice of styles! Models that fit to the right or left of sink! Models on wheels. Models with real wood fronts in knotty pine, birch, mahogany or oak! Here's the extra customer-appeal you need for quicker sales of your new homes.

Every model is a spacesaving under-counter model, 24" wide. Free-standing model, with separate top, is also available. *Get more information.* See G-E catalogue in Sweet's file, or your G-E distributor.

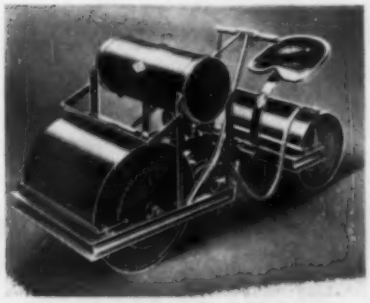
New, custom model dishwasher-sink

General Electric's new custom model electric dishwasher-sink changes the sink area in new homes from a messy work center to the glamour spot of the kitchen.

Pre-plumbed, easy to install, this wonderful, feature-packed new appliance combines the convenience of automatic dishwashing with a beautiful, porcelain-enamel cabinet sink.

*In a recent national survey 55 out of every 100 women said, "General Electric makes the best appliances for the home"!

GENERAL ELECTRIC



AB15357—POWER ROLLER — Consolidated Industries Inc., Dept. AB, West Cheshire, Conn. Popular with contractors for the wide range of light rolling work it can handle, this all-purpose roller with water attachment is said to have these features: low first cost—under $500; low operating cost; ease and speed with which it can be moved from one job to another—run it up a couple of planks under its own power into light pickup truck.



AB15316—STEEL SCAFFOLDING—The Steel Scaffolding Co., Inc., Dept. AB, 856 Humboldt St., Brooklyn 22, N. Y. Putlog Trestles, are all-steel and have nine height adjustments, from 4 to 6 ft. Putlogs are set on top course and bricks or blocks laid over them until maximum working height is reached. Masons then pull the Putlogs from the wall and adjust to new height. When a pin is removed, Putlog folds flat.



AB15221—SPLIT-LEVEL PREFAB—American Houses, Inc., Dept. AB, 165 W. 46th St., New York 36, N. Y. A front to back split-level is among the new models offered by American Houses. Known as the "Hillside," it has 1,060 square feet of living space on two levels plus a 436 square foot recreation room on the third. Carport with enclosed storage area is included in the price. Three bedrooms.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*



Pour faster with a Jaeger

Look how this mixer puts out stiff concrete as fast as you can take it. You charge in only 5 to 7 seconds with Jaeger's "Skip Shaker" loader. You mix and remix more thoroughly with Jaeger's criss-cross action, then discharge in another 5 to 7 seconds with Jaeger's big bucket and flight blades and special "catch all" spoon.

With that speed you can really turn out yardage with a mixer that's as rugged as it is fast. Your Jaeger has a bigger engine, automotive transmission, Timken bearing drum rollers and heavy duty drum with machined steel tracks — all to give you years of service with low upkeep and without costly breakdowns on your jobs.

Available in 3½, 6, 11, and 165 sizes. Ask for Catalog M-10.

THE JAEGER MACHINE COMPANY 521 Dublin Avenue Columbus 16, Ohio

PUMPS • COMPRESSORS • HOISTS • TRUCK MIXERS • PAVING MACHINES

READYBUILT Fireplaces



No Home Complete Without a Fireplace!

Shipped Complete, Ready to be Installed!

Adds beauty, cheer and comfort to any home, old or new.

The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information. Dept. AB

The READYBUILT PRODUCTS COMPANY
1705-23 McHenry Street Baltimore 23, Md.

ACCURACY IS OUR PRODUCT



WARREN-KNIGHT TRANSIT-LEVELS SAVE TIME & MONEY

Time is money for any builder! That's why Warren-Knight surveying instruments are especially designed to save time and prevent errors. If you will set your sights on a Warren-Knight, you will see errors go down and construction speed up. Here's why.

• Vernier reading to ONE minute for greater accuracy. • 24X telescope is internal focusing. • Close focus—4½ ft. • Extra large shift to save time. • Easy reading—big 3½ inch compass needle. • Extra sensitive telescope level. • Plate level for speedy adjustment. • Sturdy construction for rough handling. • Can be adjusted like wye level.

Send for free Catalog F-51

WARREN-KNIGHT
136 North 12th St., Philadelphia 7, Pa.



Pella®

MULTI-PURPOSE WINDOWS

For you . . . high-style windows at no extra cost

Give your homes a fresh, new sparkle at no extra cost. Do it with MULTI-PURPOSE WINDOWS styled by Pella. Install them as casements, awning windows, hopper vents, or picture windows. See how this new idea in window styling attracts people to your homes. Home buyers love the simple beauty and work-saving convenience of PELLA MULTI-PURPOSE WINDOWS. That's why homes with Pella windows sell so fast.

MULTI-PURPOSE WINDOWS are designed for you, the builder. They come completely factory-assembled, with all sash hardware attached. You get Pella's exclusive underscreen operator at no extra cost. Frame is flat on all four sides for quick, easy installation. Sash and frame are made of select Western Pine to give a lifetime of service. Stainless steel weatherstripping seals out drafts.

Find out today how easy it is to increase the sales appeal of your homes with money-saving PELLA MULTI-PURPOSE WINDOWS. No other window gives you so much value for your window dollar. See Pella catalog in Sweet's File or write ROLSCREEN COMPANY, Dept. G-18, Pella, Iowa.

Pella®

MULTI-PURPOSE WINDOWS

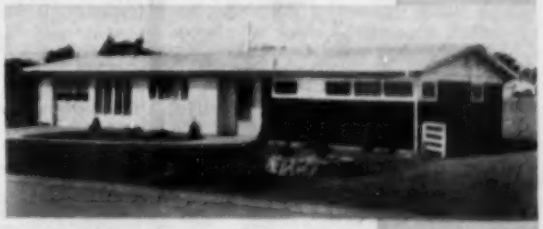
WHAT THEY'RE SAYING ABOUT PELLA MPs



"Multi-Purpose Windows helped us sell 32 homes in three days. Fixed and ventilating units were combined in living rooms to form attractive picture window arrangements. Ribbon windows were placed high on the wall for privacy in bedrooms. Effects were pleasing, inside and out." — **Jack Sargent, Jayhawk Construction Company, Topeka, Kansas**



"Four versatile Pella Multi-Purpose Windows enable us to customize a home design to the buyer's taste . . . and yet their reasonable price keeps costs low. The Pella Underscreen Operator gives our buyers more in the way of convenience and comfort without adding to the price of the homes." — **Millard T. Hartman, Pres., Edison Park Homes, South Bend, Indiana**



"Multi-Purpose Windows are the most outstanding awning-type windows we have found from the standpoint of quality materials and construction. Self-storing screens and storm sash stay in place all year 'round." — **William R. Harvey, Harvey Construction Company, Bettendorf, Iowa**

ARROW AUTOMATIC TACKERS
Save TIME, LABOR & MONEY for ALL-AROUND FASTENING in the BUILDING INDUSTRY



T-32
GUN TACKER
FAST! COMPACT!
USED WHERE LIGHTER, SHORTER STAPLE IS NEEDED.



T-50
GUN TACKER
POWERFUL! VERSATILE!
USED WHERE HEAVIER, LONGER STAPLE IS NEEDED.



HT-50
HAMMER TACKER
EASY...WRIST ACTION!
HAMMERS STAPLE HOME WITH EACH BLOW.

3 models load 7 different staple sizes—ranging from 3/16"to9/16"leg lengths.
TRY THEM AT YOUR DEALER!
See for yourself how Arrow Tackers save you TIME—LABOR—MONEY!

ARROW FASTENER COMPANY, Inc.
1 Junius St., Brooklyn 12, N. Y. Dept. AB 154
Please send descriptive brochure and prices on Arrow Automatic Tackers.
Name.....
Firm.....
Address.....
City..... Zone..... State.....
My supplier is.....



AB15226—MODEL GAS KITCHEN—American Gas Association, Dept. AB, 420 Lexington Ave., New York, N. Y. Millions of Americans have had their kitchen appetites whetted by seeing this kitchen. It is the first kitchen to feature the "S" look. Bottom of the "S" is used for dining, center for the kitchen, and top area for a laundry and gas water heater and incinerator.



AB15254 — FLOOR TILE UNDERCOATER—Hillyard Chemical Co., Dept. AB, St. Joseph, Mo. "HIL-TEX" shown being applied, is a protective base coat for asphalt and rubber tile, linoleum, other floor coverings, fills pores, cracks, provides smooth surface, prepares bond between surface and wax-type finish. If sealed before waxing, wax will not go into pores, turn yellow. HIL-TEX keeps waxes on surface where they belong.



AB15378—ADJUSTABLE CONCRETE FORMS—Biersach & Neidermeyer Co., Dept. AB, 1938 N. Hubbard St., Milwaukee 12, Wis. These BNCO-Polman adjustable concrete forms are easy to handle; simple to set up and strip from any starting point since there are no tabs to restrict easy stripping. Walers for alignment of forms easy to put in place and remove. Require no special tools. Can be used for basements, footings, retaining walls and walls with furring strips.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

Veni-Flex WOVEN WOOD SLAT
FOLDING DOORS and ROOM DIVIDERS



CUT CONSTRUCTION COSTS

Save as much as 50% on construction costs with Veni-Flex doors! Replace expensive overdoor framing and door returns with versatile Veni-Flex, and eliminate the cost of studding, plastering and painting openings . . . give your customer greater floor space and a textured touch of modern decoration. Veni-Flex is ideal for use as a closet closure, room divider, utility closet door, or for special decorative applications in today's "open" architecture.

ROL-TRAK



ROL-TRAK PROVIDES EASY-GLIDE OPERATION
Exclusive Rol-Trak hardware assures fingertip control . . . years of trouble-free service . . . attractive appearance.

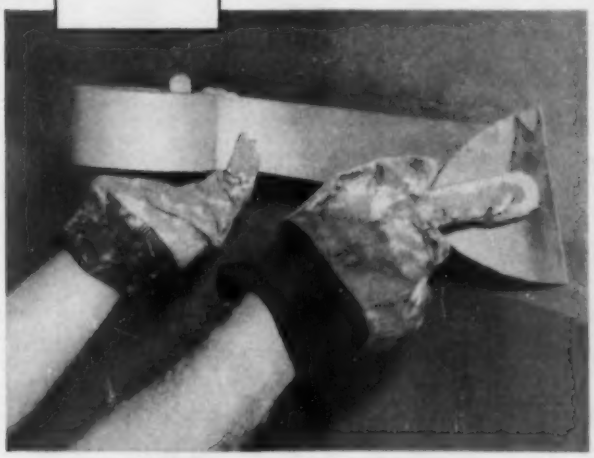


Be Sure to Visit Our Exhibit at the
CONRAD HILTON HOTEL
EXHIBIT SPACE 390

Consolidated
GENERAL PRODUCTS, INC.
24th and Nicholson AB-1 Houston 8, Texas

1 FIRST

FOR DRY WALL CONSTRUCTION



New **TA-PER-TAPE**

Non-perforated joining tape

New in design and principle, Ta-Per-Tape makes perforated types obsolete. Look at these advantages:

1 BLISTER-Proof, WRINKLE-Proof, RIPPLE-Proof.

2 NO EXPANSION.

3 SUPER-THIN—FASTER WORKING. Flat joints easily made.

4 LESS JOINT CEMENT required.

5 66% LIGHTER in weight yet STRONGER than other tapes.

6 REDUCES SHIPPING COSTS BY 2/3.

7 PREMIUM QUALITY . . . preferred by leading applicators everywhere.

Consult us without obligation regarding tape for dry wall construction . . . sample rolls furnished on request.



MARVAN CORPORATION

Leading Manufacturer of Superior Dry Wall Tapes

WEST HARTFORD, CONN.

DIG...LOAD FAST!

SHAWNEE LOADMASTER with HYDRO-CLAM

FOR SNOW REMOVAL TOO

1 Cu. Yd. snow bucket (76" wide) available for the "LOADMASTER" Bucket clears wheels for street clean-up.



Working in combination with Hydro-Clam for digging spot excavations, the Loadmaster performs many labor saving jobs.

Extremely simple design with outstanding performance. This heavy duty industrial type loader has double acting, oversize hydraulic system. Raising height sufficient to clear average size trucks equipped with sideboards. Bucket capacity is 12 cu. ft. High down pressure enables digging and handling of tough, hard-packed material. Bucket roll-back is provided for handling loose material.

Bulldozer attachment measuring 66" x 24" is interchangeable with the bucket in a few minutes' time.

DIGS 12 FEET DEEP SCOUT DITCHER

- ADAPTABLE TO MOST ALL TRACTORS!
- ELIMINATES NEED OF AN OVERDRIVE!



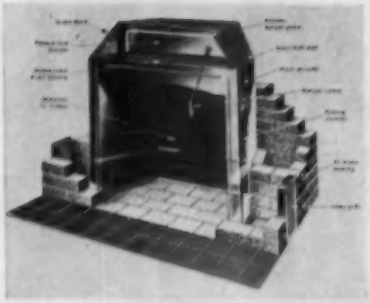
Ideal for projects where Fast Digging is required, the SCOUT 70 has extra speed, extra power, plus extra digging depth. Can be installed or removed from almost any tractor in approximately 20 minutes. Buckets for both rock and earth digging available in a variety of sizes.

AD #493

Write for additional information

SHAWNEE MANUFACTURING CO., INC.

1947JJ, Topeka Ave. Topeka, Kansas



AB15336—FIREPLACE — Heatilator, Inc., Dept. AB, Syracuse 5, N.Y. Equipped with a new pressure-seal damper, this 3-Star Heatilator fireplace is designed especially for air-conditioned homes. By sealing the fireplace throat air-tight, damper prevents escape of costly summer cooling up the chimney, cuts operating costs by reducing load on air-conditioning equipment. In cool weather, damper stops loss of house heat into the flue, prevents chimney downdrafts.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



You will never have complaints about "Root Clogging" if it's PERMANENT

CAST IRON PIPE

Unless you've advocated Cast Iron Soil Pipe sewers, you can't blame your customer if she calls you to complain that her drainage system is clogged with roots . . . or needs major repairs or replacement. Naturally she doesn't want to dig up her beautiful lawn and shrubs or incur this cost that could have been avoided in the first place.

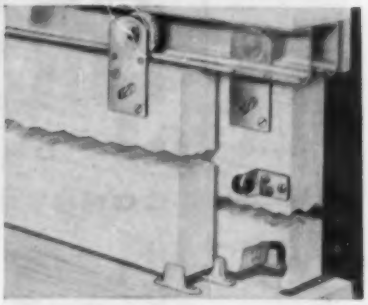
Your customers look to YOU. *Pleased* customers are your *biggest business boosters.*

When you install permanent Cast Iron Pipe, your customers will never have root clogging troubles. Caulked with oakum, sealed with lead, its tight but flexible joints are impervious to tree roots. It resists ground settlement and heavy loads and will outlast any home. You can recommend Cast Iron Soil Pipe with complete confidence that you'll have no comebacks.

CAST IRON SOIL PIPE

Our Company does not make Cast Iron Soil Pipe, but produces quality pig iron used in its manufacture by many of the nation's leading foundries.

WOODWARD IRON COMPANY
WOODWARD, ALABAMA



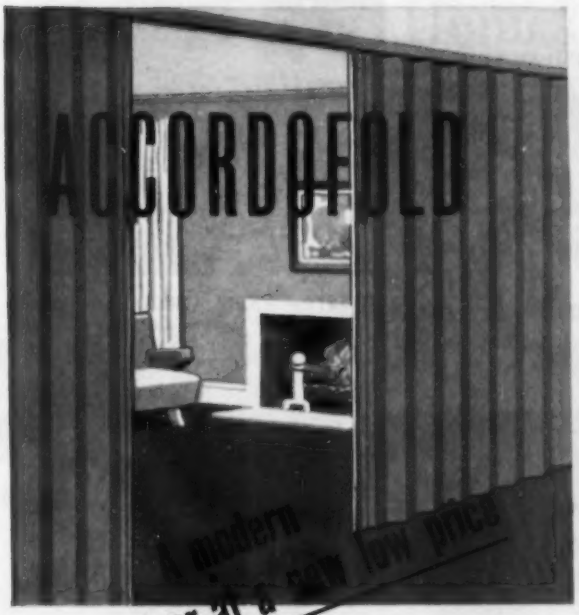
AB15359 — SLIDING DOOR HARDWARE — National Manufacturing Co., Dept. AB, Sterling, Ill. Hanger and rail fits any thickness of door, features 2 distinct styles of hangers—single wheel and 2-wheel adjustable type. Large 1⅜ in. diameter nylon wheels require no lubrication. Hangers are constructed so that weight of door is equally distributed over the whole axle. Rigid rail is 18 gauge galvanized steel; comes in four lengths.



AB15233—DISAPPEARING STAIRWAY—Bessler Disappearing Stairway Co., Dept. AB, 1900 E. Market St., Akron 5, Ohio. Builders will be interested in the wide line of disappearing stairways of this manufacturer. In today's small house the buyers needs to have a disappearing stairway to the attic for storage. Stairs are made for floor heights of 7 feet, 7 inches to 16 feet, 1 inch. Stairway is in one piece, slides down.



AB15279—ALUMINUM WINDOW—Michael Flynn Manufacturing Company, Dept. AB, Tabor Rd. and Godfrey Ave., Philadelphia 24, Pa. New Lupton double-hung aluminum window is available in 4 styles according to muntin arrangement and in 25 sizes from 2 ft. ½ in. to 3 ft. 8½ in. widths and lengths from 3 ft. 1½ in. to 5 ft. 9½ in. Constructed of all aluminum with stainless steel weather-stripping, sash balances are concealed.



...a top-quality Vinyl-covered folding door at a competitive price. Accordofold — in 14 standard sizes for openings up to 16′ wide, 8′ high; in six well-chosen colors — affords wide variety as to size, color and application.

Accordofold costs less to buy — costs less to install. The average closet closure, room divider or door is completely hung in 4 to 7 minutes' time — in either new or existing construction.

ANNOUNCING: "BIRCH" BAMBOOFOLD

Another American Bamboo Corporation *first*! A *Birch Finish* for bamboo—available *only* in Bamboofold Doors and Room Dividers. This new, high-gloss finish is especially designed to blend with the birch and blond woods so popular for cabinets, panelling and furniture in today's homes.



Also for the first time, Birch Bamboofold in ten low-cost *stock sizes* adaptable to many opening heights and widths. May we send you complete information? Please address your inquiry to Department 30.

AMERICAN BAMBOO CORPORATION

171-06 JAMAICA AVENUE • JAMAICA 32, N. Y.

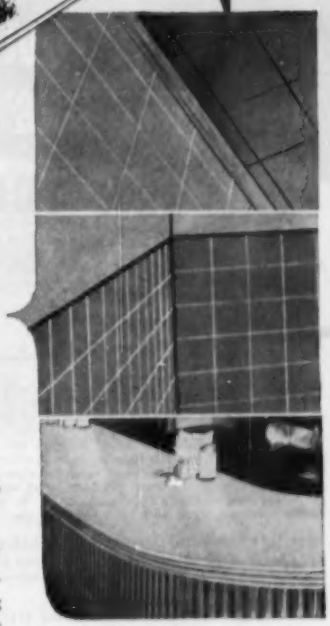
See us January 16-20—
at the NAHB Show — Booth 498



for SECURE BONDING of

WALL TILE - GLASS
METAL - WOOD - CORK
INSULATION
WALLBOARD
ACOUSTICAL TILE
FABRIC
GEMCO HANGERS

ALSO FOR MANY GENERAL PURPOSE USES



Yes, Tuff-Bond sticks almost anything to anything! Perfected and produced especially for the building industry, these fine adhesives are tenacious, flexible, waterproof, easily applied, and assure exceptionally strong bonds. Available in different types for specific uses. Highly recommended by enthusiastic users the world over. Use Tuff-Bond adhesives on the next job and you'll agree that they are TOPS. Write, 'phone, wire . . .

Tuff-Bond General Purpose Adhesive complies with and exceeds U. S. Department of Commerce Commercial Standard No. 181-52, covering Water-Resistant Organic Adhesives for Installation of Clay Tile.

GOODLOE E. MOORE, Incorporated, Danville 13, Illinois
or . . . W. D. Elmslie, Ltd., 4837 St. Lawrence Blvd., Montreal, Canada.

Please send complete details and prices on the *Tuff-Bond* line of adhesives.

Name .....
Company .....
Address .....
City ..... State .....



AB15376 — GAS FIRED OUTDOOR INCINERATOR—Incineration Div; Bowser, Inc.; Dept. AB, Sycamore at 42nd St., Cairo, Ill. Designed for the new home market and other areas where Type A chimneys do not exist this incinerator is to be used out of doors. This model has two bushel capacity and is equipped with a 12,000 Btu input gas-fired burner. The manufacturer claims that the unit will consume all the trash and garbage in three quarters of an hour.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229

Now! For the First Time!

A MACHINE TOOL ENGINEERED 10-INCH TILTING ARBOR SAW!

THE NEW BOICE-CRANE MASTER-MONOTROL*

(PAT. APPLIED FOR)



None of the questionable quality and dubious accuracy of 10-inch saws intended for homecraft use only! The new Master-Monotrol,* without modification or extra attachments, cuts boards plumb square, rips to the center of 70" wide stock and 3⅛" thick super straight, and cuts miters that really fit! It has the capacity and sturdiness required for producing superior cabinet work in construction and maintenance, store fixtures, all commercial woodworking. It is the first 10-inch saw guaranteed to permanently retain accuracy, even with hard, abusive use.

NEW TYPE TRUNNION AN EXCLUSIVE FEATURE

All critical parts, support surfaces, bearings and contacts are really oversize, extra rugged. Many actually equal in size to those on 12-inch saws.

NEW MONOTROL* BLADE POSITIONING SYSTEM

Each and every adjustment for any cut is made at the front by means of a single control. Eliminates hazardous reaching around the saw. Saves much time on variety work. The higher arbor speed, 4000 rpm., assures fast, smooth and accurate, straight or angular cuts ALWAYS.

33-1/3 TO 50% MORE POWER

The first fully powered, foolproof 10" saw using motors in sizes up to 2 H.P. polyphase, 1½ H.P. one phase. Assures freer sawing and elimination of many accidents resulting from kickbacks which follow attempts to get the motor out of a stall when the blade binds. It is no longer necessary to buy an oversize 12" saw simply to get sufficient power on 3-inch cuts of hard material. The overhung pulley is never removed for easy changing of motor or belts. The power-packed 3-belt drive utilizes larger pulleys and long-life V-belts.

SAFER FOR RIGHT-HANDED OPERATORS

Controls and locks completely guarded. New front-operated, instantaneous cut-off switch. The blade is tilted to the left, away from the hand used for feeding by most right-handed men.
A new, exclusive, rigid, steel, "all-purpose" insert, for sawing with blades or for grooving or rabbetting with dado heads, eliminates the need for a second throat piece and constant interchange. The heavier, double-locked, ground, cast iron fence, with entirely new micro-control, is 1¼" wide and 2½" high. The saw is 34-inches high. The 20" x 27½" top, with side wings, affords a work area of 36" x 27½".

Now, there really IS a new and BIG difference in saws.

USE COUPON NOW TO OBTAIN BROCHURE AND PRICES!

BOICE-CRANE COMPANY

966 CENTRAL AVENUE • TOLEDO 6, OHIO

Please send complete details on the new BOICE-CRANE MASTER-MONOTROL* 10-INCH TILTING ARBOR SAW.

NAME .....

STREET .....

CITY & STATE .....

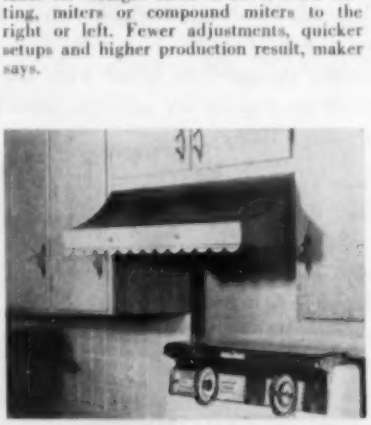
*Trademarks Reg.



AB15374—WARM AIR BASEBOARD REGISTERS—Thermo Base Div., Gerwin Industries, Inc., Dept. AB, Michigan City, Ind. The new model of the Thermo Base baseboard registers for warm air heating now feature removable fronts and new slotted openings. Available as an extra is a spring loaded balancing damper. The units are manufactured in eight, five, and three foot lengths. The units are equally adapted to old as well as new work.



AB15224—RADIAL SAW—American Woodworking Machinery Co., Dept. AB, 100 Liberty St., Hackettstown, N. J. New "Uni-Point" radial saw incorporates "one-point cutting" principle: saw blade always cuts the same point in the center of the table for straight cross or bevel cross cutting, miters or compound miters to the right or left. Fewer adjustments, quicker setups and higher production result, maker says.



AB15327—VENTILATING HOOD—Vent-A-Hood, Dept. AB, 1903 Plantation Rd., Dallas, Tex. Vent-A-Hood cooking ventilator is designed to cover the entire cooking surface, catching and holding cooking heat, grease and steam while "Magic-Lung" removes them. Comes in a variety of models and styles including under-cabinet type. Choose from white, standard colors, bronze-, copper-, gold-, and silver-tone, antique copper.

Better Homes and Gardens

Home for All America

breaks all attendance records!



2,000,000 people, in 37 states and Canada, visit 92 models of the Home for All America, presented editorially in the September 1954 issue of Better Homes and Gardens.

Better Homes and Gardens' Home for All America promotion leaves every previous home promotion far behind on every point by which success can be judged.

- Opening day attendance was over 450,000
- Total attendance was 2,000,000
- Through the promotion, cooperating builders sold over $11,000,000 in new homes—not to mention sale of lots
- Builders, suppliers and furnishers spent over $500,000 in huge local promotions
- Over $50,000 was raised for charities by opening day admission fees

Here, again, is eloquent testimony to the fact that Better Homes and Gardens editors know what's in the hearts and heads of the American public—that when BH&G says "this is good" *people act!*

Better Homes and Gardens is the trusted buying guide of over 4,000,000 alert, progressive American families. They read it avidly. They trust it implicitly. They *buy* on its counsel.

Better Homes and Gardens is America's *primary advertising medium* for anything connected with the home and home improvement.

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa



Better Homes & Gardens advertisers are *invited guests* in more than 4,000,000 homes.

An even better model home promotion for 1955 will be announced soon!

Details will be available during the NAHB Convention at space 108, Conrad Hilton, or at BH&G Headquarters, Sheraton-Blackstone Hotel.

the right answer to every space problem

RA-TOX

Fashionfold®

DOORS

design patent 172,647



Space problems in these three rooms were quickly solved with Fashionfold folding doors. Now all floor space is usable and each room has outstanding sales appeal. Hundreds of other builders are adding space while cutting costs with Fashionfold doors. Distinctively woven of fine hardwood, Fashionfold is out-selling all other wood-slat folding doors in America. Write today for free color folder 706B.

THE HOUGH SHADE CORPORATION

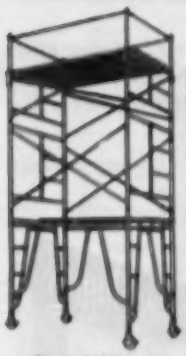
1044 Jackson • Janesville, Wisconsin

IN CANADA: Canadian Ventilating Shades, Ltd.
481 Reid Street, Peterborough, Ontario



Be sure to see Fashionfold Doors at Booths 237-238, NAHB Exposition

WACO ROLLING TOWERS DO DOUBLE DUTY



Standard 5' frames with straddle braces.

Completely standardized units give you complete flexibility. Same basic units can go straight up for high walls and ceilings or straight out for a long low working platform! High carbon steel construction gives added safety. Exclusive Waco Speed-lock fastener saves time on every scaffolding job.

Your local Waco Representative can show you how to save time and money with Waco double duty rolling towers.



30" frames for narrow areas.



Two rolling towers connected with putting.

SALES • RENTALS • ESTIMATES

WACO MANUFACTURING COMPANY
3568 Wooddale Ave. • Minneapolis 16, Minn.

WORLD'S FASTEST SCAFFOLDING

Licensees: Waco-May Co., Los Angeles; Armson Iron Works, Windsor, Canada

"Waco Sales Offices"

Albany, New York
Atlanta, Georgia
Birmingham, Alabama
Boston, Massachusetts
Buffalo, New York
Charleston, West Virginia
Cheshire, Connecticut
Chicago, Illinois
Cincinnati, Ohio
Cleveland, Ohio
Columbia, South Carolina
Dallas, Texas
Denver, Colorado
Detroit, Michigan
Fort Smith, Arkansas
Forty-Fort, Pennsylvania
Green Bay, Wisconsin
Greensboro, No. Carolina
Holbrook, Massachusetts
Houston, Texas
Indianapolis, Indiana
Kansas City, Missouri
Lakeland, Florida
Las Vegas, Nevada
Long Island City, New York
Los Angeles, California
Mankato, Minnesota
Miami, Florida
Milwaukee, Wisconsin
Minneapolis, Minnesota
Montgomery, Alabama
Muskegon, Michigan
Newark, New Jersey
Oklahoma City, Oklahoma
Omaha, Nebraska
Philadelphia, Pennsylvania
Phoenix, Arizona
Pittsburgh, Pennsylvania
Portland, Oregon
Portsmouth, Virginia
Salt Lake City, Utah
San Antonio, Texas
San Diego, California
San Francisco, California
Spokane, Washington
Stockton, California
Tucson, Arizona
Utica, New York
Washington, D. C.



AB15394—ROTARY TROWEL—Stow Manufacturing Co., Dept. AB, 443 State St., Binghamton, N. Y. The Stow "Roto-Trowel" has a General Electric totally enclosed fan-cooled 1 h. p. motor available in either 1 phase 115/220 volts, 60/50 cycle or in 3 phase 220/440 volts 60/50 cycle, has blade rotation speed of 90 r.p.m., Dead-Man control prevents wear and tear on motor, lets machine start gradually.



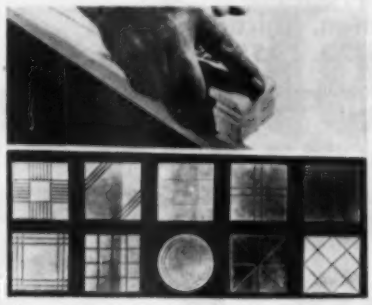
AB15393 — CEDAR SIDEWALL SHAKE PANEL—Canadian Forest Products Ltd., Dept. AB, 9110 Milton St., Vancouver 14, B. C., Canada. "DriHome" Sidewall Shake Panels are 37 in. in width, will be available in either unstained, prime-coated or regular heavy DriHome color coating, can be applied over wood undercoursing or on wood or composition sheathing, contains no metal, no special tools or corners required.



AB15391 — IN-A-WALL DISPOSAL UNIT—Incinerator Products Co., Dept. AB, 633 So. Post St., Detroit 17, Mich. "Chore Boy" in-a-wall disposal unit is made for use in concrete block, brick, or poured concrete construction. Factory assembled, the complete cabinet is set by the mason contractor in the base of the same flue which serves furnace, will consume all combustible materials, is gas fired.



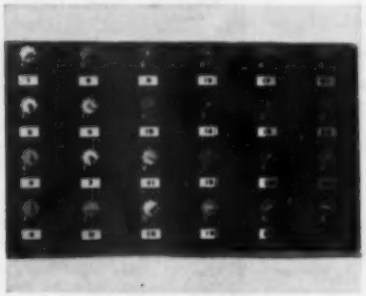
AB15292—PACKAGE DOOR UNIT—One-Der Frame Corporation, Dept. AB, 1232 No. 37th Place, Birmingham, Ala. "One-Der All-Set" package door units are ready to nail in place, complete with steel frame, wood door and hardware. Stand door unit in partition, level and plumb, nail through stud clips. Units are in standard sizes for 1 3/8-in. and 1 3/4-in. doors, exterior and interior, both double-action and double doors.



AB15389—BEVIL-DEVIL ALL PURPOSE SET—Kimball Manufacturing Co., Evanston, Ill. This new Bevil-Devil All Purpose set contains one tool for slicing, another for grooving and a third for beveling or rabbeting. Set up all three tools at start of job and use whichever is required. Thus time needed for adjusting or changing blades or attaching parts is saved. Price includes 3 tools, beveling and rabbeting attachments, 5 blades.



AB15215 — MASONRY PRIMER SEALER—The American Sta-Dri Company, Dept. AB, Brentwood, Md. Added to the manufacturer's line of masonry finishes and treatments is a new primer sealer for all surfaces and for all paint finishes. The primer sealer brings all surfaces to uniform porosity so that no ghost images or variations in sheen of the finish occur. On most surfaces one coat of the primer sealer is sufficient.



AB15216 — POST OFFICE LOCK BOXES—American Device, Dept. AB, Steeleville, Ill. These post office lock boxes are made in various sizes and arranged together in 11 inch modules so they nest to form a perfect rectangular cabinet. In the last few years builders have installed such equipment in hospitals, industrial plants, schools, and colleges, where safe keeping of mail is desired. Other post office equipment is available.



AB15289—NAILS IN CANS—Nichols Wire & Aluminum Co., Dept. AB, 1725 Rockingham Rd., Davenport, Iowa. For easier handling and use, Nichols is packaging its Never-Stain Aluminum nails in sealed metal and fiber cans which have a patented pullstring opener. A color code identifies each of the 14 different types of nails. Each can contains the required number of nails for a given job.



AB15287—BONDING PLASTER—Nu-Wall Mfg. Co., Dept. AB, 3100 W. State St., Milwaukee 8, Wis. Without costly preparation this plaster adheres to cracked, chipped or painted walls and ceilings, Spanish plaster, glazed tile, smoothest concrete, brick fibre board, wallboard, insulation board, or anything of gypsum base, cinder blocks, or cement blocks. Bond coat can be a textured finish by itself.

♦ USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229



...for suburban homes beyond the water mains



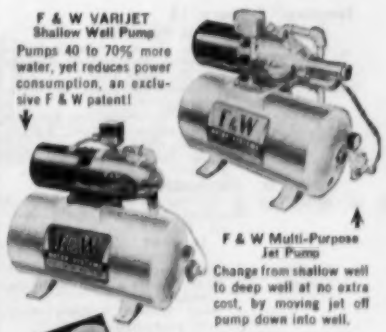
Multi-Stage, Deep Well Jet

F&W Deep Well Pump Gives Greater Capacities at Greater Depths

▶ For deep well service F & W Water Pumps bring your customers *exclusive* advantages that mean better performance and greater dependability at lower cost. For instance the patented automatic control valve keeps pump at top efficiency throughout its pumping range. And the patented F & W "Speedi-change Rotary Seal" permits pump servicing without disconnecting pipe lines or disassembling pump. Add to these F&W's "matched engineering"—the perfect balancing and blending of all parts in the design—and you get more depth and capacity per dollar! Specify F & W . . . there's a pump for every need.

F & W *Means Flowing Water* by
FLINT & WALLING MANUFACTURING CO., INC.
166 Oak Street, Kendallville, Indiana

F & W VARIJET Shallow Well Pump
Pumps 40 to 70% more water, yet reduces power consumption, an exclusive F & W patent!



F & W Multi-Purpose Jet Pump
Change from shallow well to deep well at no extra cost, by moving jet off pump down into well.

Send for F & W Data Book No. 211 for your files

F&W WATER PUMPS

Farm-Used, Farm-Proved for 89 Years

CONVENTION HIGHLIGHTS

Tentative Program
Annual NAHB Convention, Chicago, Illinois
January 16-20, 1955

Sunday, January 16

1:00 P.M. Opening of Exhibits at Conrad Hilton and Sherman Hotels
2:30 P.M. Nominating Committee (open meeting)
Press conference with President Hughes
4:00 P.M. Resolutions Committee (open meeting)

Monday, January 17

9:30 A.M. GENERAL SESSION
Hilton — Presiding: R. G. Hughes, President, NAHB
Invocation and Salute to Flag
Greetings: Joseph Haverstick, Acting Convention Chairman
Presentation of Charter to Ladies' Auxiliary
Address: R. G. Hughes, NAHB President
Address: Seabern P. Collins, National Commander, American Legion

1:00 P.M. First Inspection Tour of Chicago Housing

2:00 P.M. 1955 Board of Directors

Hilton — 1. Shop Talk for Custom Builders
Leader: David Augustus, Indianapolis, Ind.

Sherman — 2. Designing Tomorrow's House
Leader: Leonard G. Haeger, NAHB, Washington, D. C.
Awards: Parents' Magazine NAHB Design Merit Contest
NAHB Neighborhood Development Contest

Sherman — 3. How to Build Your Business with Public Relations
Leader: Paul L. Burkhard, Glendale, Calif.
Awards: Merchandising Contest—Practical Builder
National Home Week Contest—American Builder

Sherman — 4. Using Trade-in Houses as a Booster for Sales
Leader: Floyd R. Kimbrough, Jackson, Miss.

Congress — 5. FHA-VA Construction Requirements
Participants: Charles A. Bowsher, Ass't. Comm., Technical Problems, FHA, Washington, D. C. and others

Congress — 6. Shop Talk on FHA Financing
Leaders: V. O. Stringfellow, Seattle, Wash.
Nels Severin, San Diego, Calif.

Hilton — 7. New Frontiers in Old Neighborhoods
Leader: Alan E. Brackbank, Salt Lake City, Utah

6:00 P.M.
Congress — Reception for Press
9:00 P.M. Convention and Exhibitors' Dance and Entertainment

Tuesday, January 18

9:30 A.M. GENERAL SESSION
Hilton — Presiding: To be announced
Presentation Membership Awards by "The Spike Club"
Presentation of Scroll to President, NAREB
Sales and Merchandising Program
Address: Albert M. Cole, Administrator, HHFA
Address: Dr. Norman Vincent Peale

10:00 A.M. DISCUSSION GROUPS
Hilton — 1. Builders' Tax Problems
Presiding: Franklin L. Burns, Denver, Colo.
Chairman, NAHB Tax Committee

Congress — 2. The Gypsum Village—A Report

Sherman — 3. New Horizons in Building Field—
What Women Builders Have Accomplished
Leader: Lucile B. Yates, Sherman Oaks, Calif.

Congress — 4. How Markets and Better Business through Remodeling
Leader: Pat Burns, Los Angeles, Calif.

Congress — 5. Advantages for Smaller Volume Builders in FHA
Leader: Carl Anderson, Virginia City, Minn.

6. "The Housing Outlook for 1955"
An economic symposium comprised of leading economists

12:00 Noon Ladies' Luncheon
Congress — Speaker: Cornelia Otis Skinner

1:00 P.M. Second Inspection Tour of Chicago Housing

2:00 P.M. GENERAL SESSION
Hilton — Presiding: To be announced
Sales and Merchandising Presentation, Continued

2:00 P.M. DISCUSSION GROUPS
Sherman — 1. Components for Tomorrow's House
Leader: Martin L. Bartling, Jr., Knoxville, Tenn.

Sherman — 2. How Management Can Improve Its Relationships with Employees
Leader: August Rohlves, Oakland, Calif.

Hilton — 3. Minority Housing—Low-cost, Rental
Leaders: Wallace E. Johnson, Memphis, Tenn.
Dow J. Zabolio, Houston, Tex.

Hilton — 4. Builders' Tax Problems (Continued from morning)

Sherman — 5. Shop Talk—VA Financing
Leaders: Dale J. Bellomah, Albuquerque, N. M.
John F. Beatty, Hialeah, Fla.

Congress — 6. FHA-VA Construction Requirements (Continued from Monday)

To be announced — 7. Shop Talk on Conventional Financing
Leaders: V. O. Stringfellow, Seattle, Wash.
Arthur H. Oman, Norwell, Mass.

Wednesday, January 19

9:00 A.M. Opening Feature: Edward McHilton — Paul, Humorist

9:30 A.M. GENERAL SESSION
Hilton — Presiding: Robert A. Broady, Baltimore, Md.
Presentation of Awards
Presentation of NAHB Educational Awards
Community Facilities Panel
Address: Dr. Carlos P. Romulo

10:00 A.M. DISCUSSION GROUPS
Hilton — 1. Shop Talk Session
Leader: Earl W. Smith, El Cerrito, Calif.

Sherman — 2. How to Make Your Educational Program Work for You
Leader: Leonard Frank, Hicksville, N. Y.

Sherman — 3. What We Learned at the Air-Conditioned Village in Austin
Leader: Ned A. Cole, Austin, Texas

Congress — 4. How Better Business Management Can Pay Off for Larger Volume Home Builders
Presiding: Frank A. Collins, Bala Cynwyd, Pa.

1:00 P.M. Third Inspection Tour of Chicago Housing

2:00 P.M. GENERAL SESSION
Hilton — Presiding: To be announced
Providing Mortgage Finance for Another Record Year in Home Building

2:00 P.M. 1. How Better Business Management can Pay Off for Smaller Volume Builders (Less than 50 houses per year).
Congress — Presiding: Joseph B. Haverstick, Dayton, Ohio
Leader: Gene Skriven, U. of Denver

Sherman — 2. How to Analyze Your Sales Market
Leader: Thomas P. Coogan, New York City

Hilton — 3. Seminar on Foundations, Basements and Slab Construction
Leader: James Lendrum, Dir. Small Homes Council, University of Ill.

Sherman — 4. Color for Tomorrow's House
Leader: H. Creston Doner, Dir. of Design, Libbey-Owens-Ford Glass Co.

Congress — 5. Expanding Your Market with Prefabricated Houses

To be announced — 6. Meeting the Problems of Community Facilities (Follow-up to morning session)

3:00 P.M. Press Conference with new NAHB
Hilton — President
6:45 P.M. Annual Banquet
Hilton

Thursday, January 20

9:30 A.M. GENERAL SESSION
Hilton — "How-To-Do-It" Circus
Ringmaster: Earl "Flat-Top" Smith, El Cerrito, Calif.

10:00 A.M. Community Builders Council Site Plan Seminar

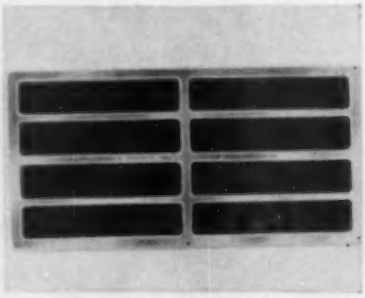
PRODUCTS EXHIBIT



AB15295 — FOLDING STAIRWAY — Precision Parts Corp., Dept. AB, 400 N. First St., Nashville, Tenn. The Simplex Stairway is made of no. 1 kiln-dried lumber, has balanced action. Bolts and screws secure all parts; no nails are used. A frame is furnished and fits a 26 by 54-in. opening in the ceiling. A special size is available for use in prefabricated houses using roof truss construction.



AB15390 — SIDING AND SHINGLE CUTTER—Texas Foundries, Inc., Dept. AB, Lufkin, Texas. The new "Monarch" siding and shingle cutter is made lighter and stronger and better balanced for carrying ease, cuts square and clean. Tooled steel knives are ground to V-edge, cutting action minimizes shingle breakage. Will handle full range of shingle thicknesses, has notching and punching incorporated as part of main handle.



AB15261 — VENTILATORS—Hamlin Products, Inc., Dept. AB, 802 Rice St., Little Rock, Ark. Hamlin foundation and cornice ventilators are die cast from properly alloyed aluminum, are packaged one dozen to a carton, and all models are equipped with 8 mesh aluminum screen. Model 408, shown above, is 8x16 in. size. Model 404, not shown, is 4x16 in. size.

◆ *USE JUMBO POSTCARD FOR MORE INFORMATION, PAGE 229*

Now... Textolite®

PLASTIC COUNTER AND WALL SURFACING

OFFERS A NEW AND W-I-D-E-R VARIETY OF PATTERNS AND COLORS FOR 1955





Now, G-E Textolite surfacing offers the most brilliant array of patterns and colors ever available in a plastic surfacing! Designed to please your most discriminating home buyers, you'll find exclusive Textolite patterns are perfect for kitchen sink and counter tops, bathroom vanities and vertical surfacing.

Practical, as well as beautiful, your prospects will love Textolite . . . it gives years of wear with just minutes of care!

And to tie in with G.E.'s new color-choice appliances, Textolite has a complete *new* selection of beautiful patterns that match exactly, or contrast smartly with each of the colors in the General Electric kitchen line. See them soon!



Textolite offers you *more:*

- **A wider range of exciting colors and patterns that help you sell.**
- **General Electric brand name acceptance for easier client approval.**
- **A powerful program of national advertising in leading consumer and trade magazines.**
- **Complete G-E color-choice kitchens. All appliances and counter tops match for color harmony.**



See you in Chicago?

We'll be at Booths 111 and 112, Exhibition Hall, Conrad Hilton Hotel for the NAHB Show in January. Stop in and see us, won't you?

Section AB-1-5
General Electric Company
P. O. Box 5911
Cleveland 1, Ohio

Please send me the new 1955 full-color booklet with a complete selection of G-E Textolite colors and patterns.

Name_____

Firm_____

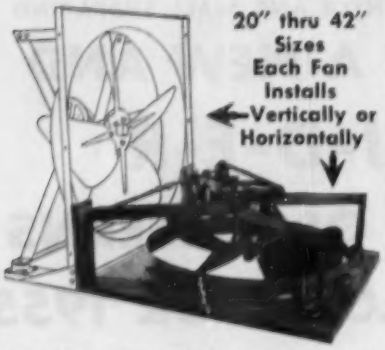
Address_____

City_____ Zone____ State_____

Progress Is Our Most Important Product

GENERAL ELECTRIC

New Popular Price
McLEAN ATTIC FANS
Help Sell Homes!



20" thru 42" Sizes Each Fan Installs ←Vertically or Horizontally

Homes sell easier with features. Many buyers cannot afford true air conditioning. A master ventilating fan is a feature they'll bless you for. A McLean fan is easy to install; sturdy fan assembly fastens quickly to structure; no springs, rubber or canvas connections needed. Installation time and materials are reduced. Built-in vibration absorbers are scientifically designed. Triple isolation of all moving parts insures quiet operation.

SIMPLE INVENTORY—MASS MARKET

You stock just one type of fan for both horizontal and vertical discharge installations; it fits ranch house ceiling or multi-story attic endwall. Send for literature on our full line of attic fans. A few Choice Distributorships still available.

McLEAN ENGINEERING
P.O. Box 531, Princeton, N. J.



Imperial *Dress-atory*

STOCK SIZE MODELS
MODULAR UNITS • CUSTOM COUNTERS & MATCHING MEDICINE CABINETS
with all counter and cabinet surfaces laminated with
FORMICA or PARKWOOD
in 20 smart colors
Distributed Nationally by Plumbing Supply Dealers
WRITE FOR ILLUSTRATED CATALOG
REGAL CABINET SALES CO., Inc.
1270 Ralph Avenue, Brooklyn 36, N. Y.



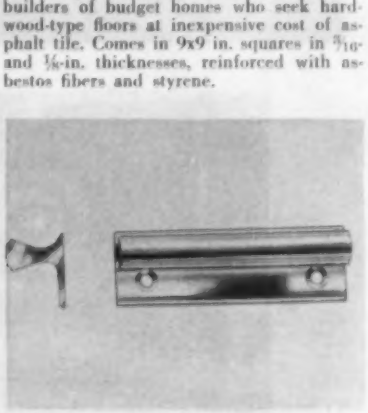
AB15251 — FLUSH WALL RADIO — Flush Wall Radio Co., Dept. AB, 1012 Cleveland St., Clearwater, Fla. Retailing at $43.50, this radio designed to be built in the wall is a 5-tube AC-DC Superheterodyne. The plastic panel can be selected to match the room's color scheme, comes in ivory, white and Mandarin red. The panel size is 7 3/16-in. by 11 5/16-in. Antenna wire of 20 feet is included. Licensed by R.C.A. and approved by UL.



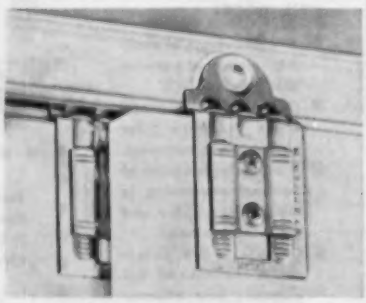
AB15253 — PARQUETRY FLOOR TILE SHERMAN BOOTH 604—Hachmeister, Inc., Dept. AB, Pittsburgh 30, Pa. "HAKO" Parquetry floor tile is tile with simulated maple, walnut, natural and light oak for parquet-style floors, developed for builders of budget homes who seek hardwood-type floors at inexpensive cost of asphalt tile. Comes in 9x9 in. squares in 3/16- and 1/8-in. thicknesses, reinforced with asbestos fibers and styrene.



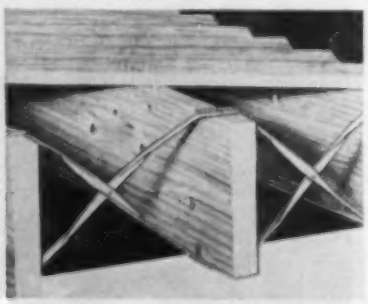
AB15263 — INVISIBLE HINGE — Soss Manufacturing Company, Dept. AB, 21777 Hoover Rd., Box 38, Harper Station, Detroit, Mich. Soss Invisible Hinges are ideal for use on doors that conceal "built-in" TV sets, radios, phonographs, miniature bars, wall safes, etc. The Soss Hinge has no protruding hinge butt. Entire hinge is completely hidden from view when doors or lids are closed, almost impossible to detect.



AB15266 — WINDOW LIFTS — The H. B. Ives Company, Dept. AB, New Haven, Conn. Window lift, shown above, doubles as drawer or sliding door pull, comes in choice of extruded aluminum or solid extruded brass. Lift shown is a companion piece for firm's WeatherTite Sash Lock and is available in all standard finishes and in 1½- and 3-in. width sizes. Firm also makes sliding door pulls, and shutter holdbacks.



AB15274—SLIDING DOOR HARDWARE—Lawrence Brothers, Inc., Dept. AB, Sterling, Ill. Unit-packaged sets of the series "500" sliding-door hardware are available including track and hardware. Doors from ¾- to 1⅜-in. thickness and openings up to 10 ft. can be accommodated. Track is extruded aluminum, has non-derailing feature. Hangers are plated, pressed steel. They carry single or double self-lubricating nylon rollers.



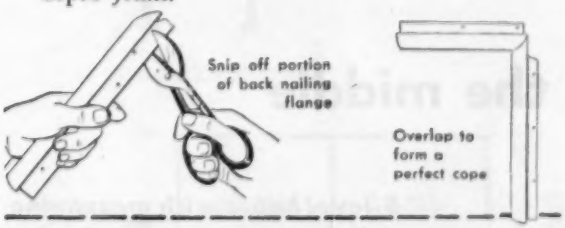
AB15268—METAL CROSS BRIDGING—Junior-Pro Products Co., Dept. AB, 3206 Morganford Rd., St. Louis 16, Mo. Chan-L-Cross metal cross bridging is designed to save builders time and money, by arriving at the job site ready for quick installation. It eliminates the work of sawing and fitting of wood, and has patented flanged braces to make bridging extra rigid and strong. Made of ⅞-in. by 16-gauge strip steel.

♦ *USE PREPAID JUMBO POSTCARD FOR FREE INFORMATION, PAGE 229*



Precision die-cut — one end right hand miter — other left hand — for accurate, faster installation — ½", ¾", ⅞" grounds.

NO HEMMED EDGE to interfere with PERFECT Coped Joints.



LOOK to CASINGS INC.

for all your needs in plaster grounds — the most complete line — 5 styles, 3 grounds in each style — ½", ¾", ⅞" — standard 7', 7' 3" and 10' lengths IN WOODEN CRATES.



The line that lathers like — designed right, made right, packed right — to save time, money, trouble!

CASINGS INC.

2408 N. Farwell Avenue
Milwaukee 11, Wisconsin



get Faster . . . Safer Better Quality WINTER CONCRETE at Low Cost

by using

SOLVAY CALCIUM CHLORIDE

GAIN 9 ADVANTAGES BY USING SOLVAY Calcium Chloride in Any Type of Concrete . . . for Every Construction Job

1. Quicker Set. 2. Reduced Overtime Finishing. 3. High Early Strength. 4. Greater Final Strength. 5. Faster Form Removal. 6. Saves Delay Between Operations. 7. Extra Cold Weather Protection. 8. Uniform Dependable Curing. 9. Increased Density and Hardness.

SEND FOR FREE BOOK—"The Effects of Calcium Chloride on Portland Cement," gives you important information on the use of calcium chloride in winter concrete. Mail coupon below for your free copy.

READY-MIX PRODUCERS!

To help you promote the use of ready-mix concrete during winter months, SOLVAY offers a new folder for mailing to your prospective customers. These folders will be sent to users of SOLVAY Calcium Chloride — *without cost!* They have space for your company imprint. Ready-mix producers all over the country found these hard-hitting sales promoters have done an effective job in helping to increase the use of ready-mix concrete during cold weather months. Mail coupon below for your sample folder.

SOLVAY Calcium Chloride NOW IN NEW 25 LB. BAG!

- Provides Positive Measurement Control!
- Easy and Handy to Use!



Allied Chemical

SOLVAY PROCESS DIVISION
ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N. Y.

Please send me without obligation or cost:

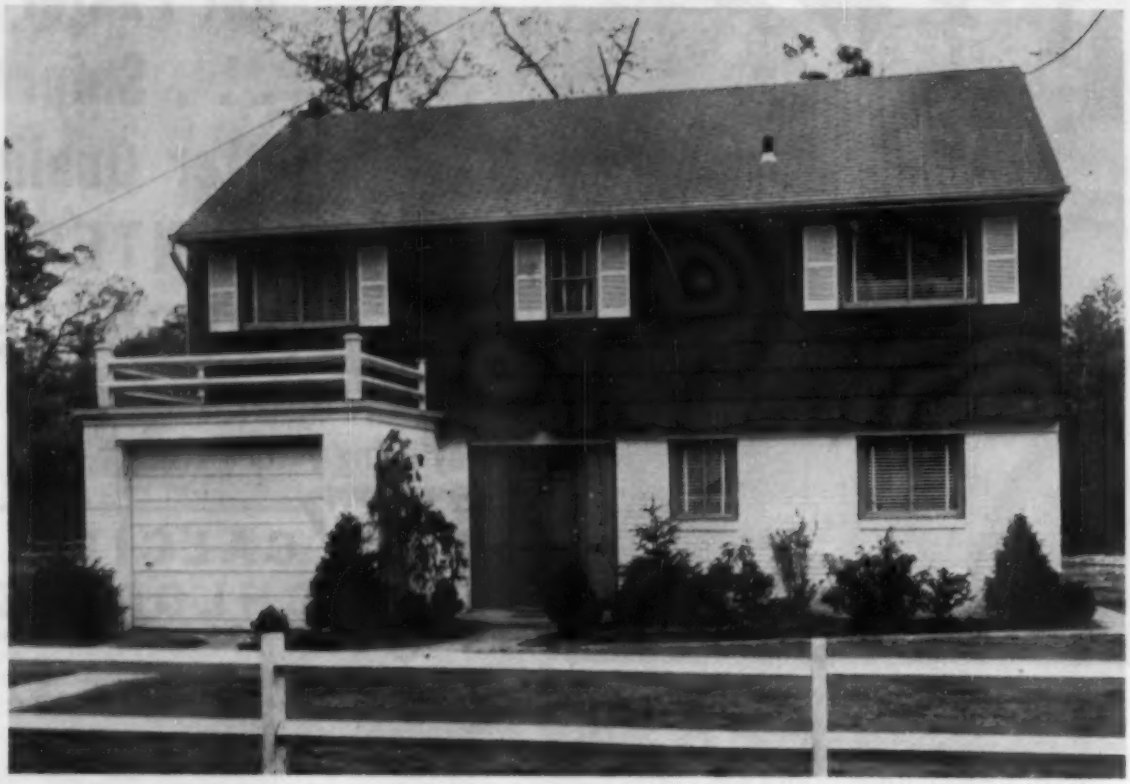
☐ "Our Special Ready-Mix Concrete for Cold Weather"
☐ "The Effects of Calcium Chloride on Portland Cement"

NAME .....

COMPANY ..... POSITION .....

ADDRESS .....

CITY ..... ZONE .... STATE ..... (34-1)



Split across the middle

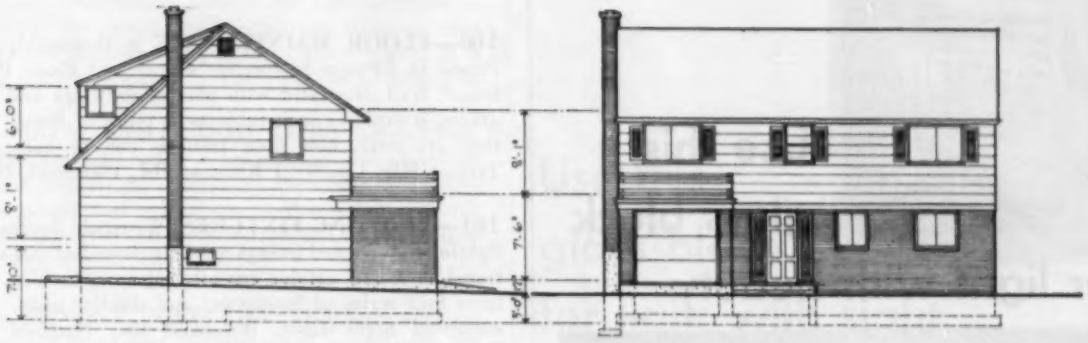


5-level house with mezzanine living room makes sales for Hamilton Park builders

Robert Buzen of Massapequa Park, New York, believes his firm, Hamilton Park Builders Corporation, has the one and only five-level mezzanine living room house and is proud of it.

Public acceptance has been good. The exterior presents a traditional two-story (with overhang) appearance. But by splitting the house the long way into different levels, a surprising amount of usable space is created. For that reason Buzen calls it "the Space Setter" house. There is an impressive foyer, four bedrooms, 1½ baths—and the sales price is $15,990.

The mezzanine living room is up five steps from the level of the entrance, kitchen and dining room. The raised room gives an air of seclusion that people like. The continuous ceiling from the living room through dining room creates an 11-foot, 6-inch height that has impact on buyers.

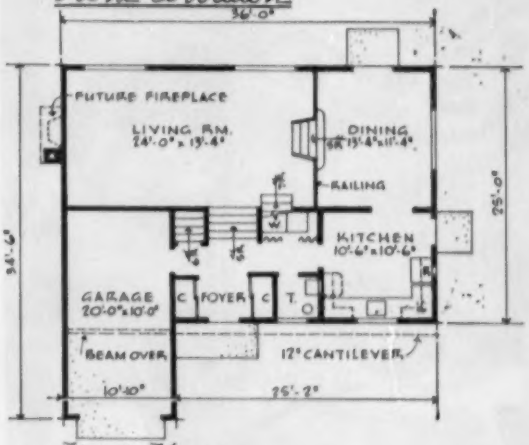


Side Elevation

Front Elevation



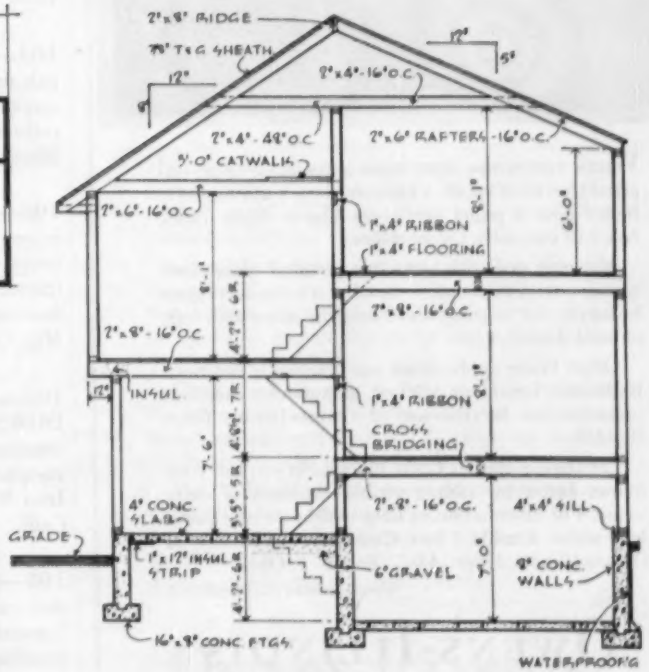
Basement



First Floor



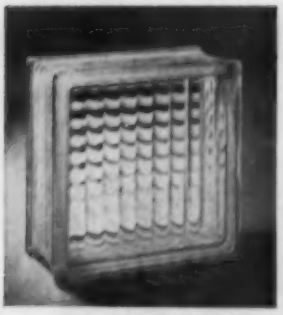
Second Floor



Cross Section

Here's how Robert Buzen handles split level details

Cross section at right indicates how splitting "Space Setter" house the long way creates five levels, making maximum use of every inch of space, yet presents conventional appearance. Framing is standard, with one foot overhang at front. Strip dormer at rear with 5/12 pitch creates space for two top-level bedrooms



Use this glass block for light with beauty



When the house next door is too close or an unattractive view spoils a favorite room's atmosphere, here's how a panel of Owens-Illinois Glass Block No. 316 can solve the problem.

Not only does this attractive panel of glass block screen out an unpleasant view but it adds decorative beauty to the room. It also floods the room with soft, natural daylight.

Other home applications are practically limitless. Bathroom, basement, kitchen, garage offer excellent opportunities for the use of Owens-Illinois Glass Block.*

Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. For information or help with a specific problem write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-1, Toledo 1, Ohio.

Formerly known as INSULUX

OWENS-ILLINOIS

GENERAL OFFICES TOLEDO 1, OHIO

CATALOGS

100—FLOOR MAINTENANCE is thoroughly discussed in 24-page brochure, "Floors and Floor Problems." Well illustrated with photos, drawings and diagrams, it explores such subjects as types of floors, how they are built, how floor troubles can be corrected. Tremco Mfg. Co., 8701 Kinsman Rd., Cleveland, Ohio.

101—LIGHTING FIXTURES. Wiremold fluorescent lighting fixtures and fittings are fully described and illustrated in a new catalog recently released. Catalog features four series of fluorescent and slimline units, plus suggested applications. Wiremold Co., Hartford 10, Conn.

102—HOME PLAN BOOK showing over 80 new plans of small homes with floor space ranging from 650 to 1,175 square feet in one, two and three bedroom sizes is now available. Blueprints, specifications, lumber and mill lists at nominal cost for each design. L. F. Garlinghouse Co., Topeka, Kas.

103—FLASHING APPLICATION DETAILS are set forth in new information folder. Gives complete information with illustrations on residential and heavy construction uses of copper flashing and waterproofing. Suggested architectural specifications also included. American Sisalkraft Corp., Attleboro, Mass.

104—SCAFFOLDING ACCESSORIES and job applications are outlined in new catalog along with a special "how-to-do-it" section. Also included are scaffold load test requirements and safety rules. Automatic Devices, Inc., 6107 Bartmer Ave., St. Louis 14, Mo.

105—CASING BEADS fabricated from prime quality galvanized sheets are detailed in new catalog containing specifications and illustrations of variety of bead applications, together with sizes and styles available. Alabama Metal Lath Co., Inc., Birmingham, Ala.

106—ON-THE-JOB SPECIFICATIONS contained in new catalog describing Boran Kitchen Fans and Bathroom Heaters are a guide for builders, electrical contractors, kitchen planners. Replete with photos and drawings, it helps solve installation problems. Boran Mfg. Co., Inc., 1669 N. Water St., Milwaukee 2, Wis.

107—ARISLIDE ALUMINUM SLIDING WINDOWS, a new line for residential and commercial use, are shown in a new catalog that includes full size details, installation data and specifications. Michel & Pfeffer Iron Works, Inc., 212 Shaw Rd., South San Francisco, Calif.

108—"ARRANGEABLE" GAS COOKING UNITS that can be positioned for maximum convenience, are featured in a new brochure explaining arrangements possible, and includes a complete installation chart with instructions and detailed drawings giving exact dimensions. Geo. D. Roper Corp., Rockford, Ill.

109—PICTORIAL PRODUCT REVIEW of refrigeration, air conditioners, coolers and condensers, fans, convectors, unit heaters and ventilators, complete with descriptions, and specification data, are available in a catalog recently released by Trane Co., La Crosse, Wis.

110—METAL AND PLASTIC TILES in a multitude of shades are exhibited in a new catalog. Tile classifications and dimensions, remodeling ideas, standard colors and suggested trim colors are listed together with tile accessories such as tile cutter, mastic and tool kit. Vikon Tile Corp., Washington, N. J.

111—"MINIJET" WATER SYSTEMS are shown in new bulletin containing illustrations of installations and complete selection and rating tables for ⅓ and ½ H.P. systems. For shallow or deep well service, systems are self-priming with capacitor motor. Deming Co., Salem, Ohio.

112—STAB-LOK CIRCUIT BREAKERS are featured in a new catalog illustrating how "magic E" slot multiplies value of sequenced bussing, lowers cost, simplifies circuit expansion. Catalog also shows cost comparison, assembly details, specifications, wiring diagrams with dimensions and knockout locations. Federal Electric Products Co., 50 Paris St., Newark 5, N. J.

113—HOW TO APPLY A COLD BUILT-UP ROOF is explained in clear, simple terms in the new "Modern Way" folder. Folder consists of materials required, preparation necessary, plus four easy steps of application. Asbesto Mfg. Corp., Michigan City, Ind.

114—APPLICATORS' MANUAL gives information on application of Castle Stone including bond, weather conditions, corner application, mortar lines or joints and how to prevent their cracking. A color and size chart, work sheet and equipment list are also included. Castle Stone, Inc., 10th & Spring Garden, Allentown, Pa.

115—STEEL DOORS AND FRAMES are pictured in an interesting and informative catalog of metal doors, sliding bi-pass doors, b-labeled and engineered doors. Photos of doors in operation plus diagrams of installation specifications with dimensional requirements are shown. Virginia Metal Products Corp., Orange, Va.

116—A.G.A. SPECIFICATION SHEET for gas clothes dryers is now available for distribution. Sheet is for insertion in A.G.A. "Reference Manual of Modern Gas Service." Includes information on operations, safety, installation and maintenance of gas appliances. Bendix Home Appliance Div., AVCO Mfg. Corp., Cincinnati, Ohio.

117—BATHROOM VANITORY of completely new design with full formed Formica sinktops for the home are shown in full color in new booklet. The Vanitory, a combination lavatory bowl and vanity counter is shown in some of its wide variety of designs. Formica Co., Cincinnati, Ohio.

♦ *FOR MORE INFORMATION USE COUPON, PAGE 284*



Use this glass block for light with sight



HERE'S A WAY to give your homes a positive selling feature and a visible evidence of extra value. Include a panel of Owens-Illinois super-clear Glass Block No. 370 like this one.

Glass block panels are as practical as they are beautiful. They have the insulating efficiency of an 8-inch-thick brick wall. They won't frost or sweat in winter . . . provide better insulation than a window with storm sash.

Glass block are easy to handle. They arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle.

For facts about the many ways you can use Owens-Illinois Glass Block* to advantage in your homes, write for the information you need. Address Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-1, Toledo 1, Ohio.

**Formerly known as INSULUX*

OWENS-ILLINOIS

GENERAL OFFICES TOLEDO 1, OHIO

take a good look at LARCH



one of 10 woods from the

WESTERN PINE region

Strong, durable and straight-grained, Larch is an ideal wood for all structural and heavy construction purposes. Tough-fibered and rigid, it holds its shape, works well and resists nail withdrawal. Larch's handsome grain, satin-smooth surface and reddish color put it in demand for interior architectural woodwork, too.

Larch comes in **3 select, 5 common, 3 structural, 4 dimension grades.** You can order it in straight or mixed car lots, together with other woods of the Western Pine region.

the Western Pines
- IDAHO WHITE PINE
- PONDEROSA PINE
- SUGAR PINE

the Associated Woods
- LARCH
- DOUGLAS FIR
- WHITE FIR
- ENGELMANN SPRUCE
- INCENSE CEDAR
- RED CEDAR
- LODGEPOLE PINE

"LARCH" is a Registered Trademark of the Western Pine Association

get the facts
to help you sell LARCH
Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon

CATALOGS

(*Continued from page* 283)

118—ALUMINUM CROSS CORRUGATED ROLL ROOFING AND SIDING is a brand new product featured in "Aluminum Building Products" catalog No. 100. Roofing and siding unrolls flat for easy installation, eliminates side laps, saves on sheathing, installation, erection costs, is leakproof and needs no maintenance. Quaker State Metals Co., Manheim Pike, Lancaster, Pa.

119—CONCRETE FORM TIE Selection Guide is included in a new catalog as a quick reference designed to help contractors select the proper form tie to meet working load specifications. Another feature of the catalog is a form design chart and formula for developing stud, wall and tie spacings. Universal Form Clamp Co., 1238 N. Kostner Ave., Chicago, Ill.

120—FRIENDLY HOME IDEAS in Western Pine is a new booklet filled with illustrations and descriptions of pine interior views of living rooms, dens and playrooms, dining rooms, doors and windows, kitchens, storage walls and utility rooms, plus exteriors showing varying effects that may be obtained with pine. Western Pine Association, Yeon Building, Portland 4, Ore.

121—PROTECTION BY THE BRUSHFUL, Siliphane, a clear water repellent protective coating for all types of masonry is outlined and described in detail in a new brochure. Directions for application are listed along with advantages and results of extensive tests. Siliphane Corp., 10 E. 40th St., New York 16, N. Y.

122—SWING AND GLIDE, Fenestra Hollow Metal Doors, is a new, comprehensive catalog of complete and usable information on seven door styles—entrance, flush-type, panel swing, panel slide, Underwriters', both flush and panel residential swing and sliding closet. Lists construction features, uses, hardware and equipment, installation data, specifications, and charts of types and sizes. Detroit Steel Products Co., 3101 Griffin St., Detroit 11, Mich.

123—SELECTION GUIDE ON VENTILATING EQUIPMENT is currently offered in a new 36-page catalog. Specifications and other important installation data are offered on propeller fans in portable, kitchen, tubeaxial, centrifugal, home cooling, roof ventilator and other types. Case study photographs feature wide variety of installations. Ilg Electric Ventilating Co., 2850 N. Pulaski Rd., Chicago 41, Ill.

SERVICE COUPON—CLIP and MAIL to CHICAGO

Readers Service Department
American Builder
79 W. Monroe St., Chicago 3, Ill.

January, 1955

Please send me additional information on the following product items, or catalogs, listed in this department:

Numbers .....

Name .....

Street .....

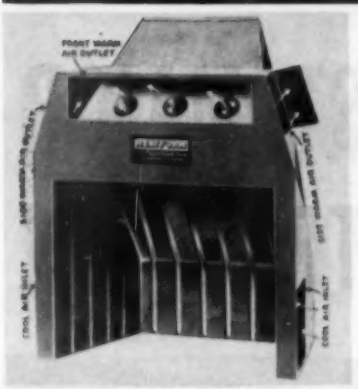
City ..... State .....

OCCUPATION* .....

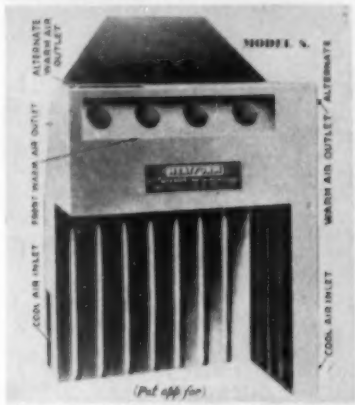
*Please note that occupation must be stated if full service is given.

HEATFORMS* and *Superior* FORM DAMPERS

FOR BETTER & TROUBLE-FREE FIREPLACES



HEATFORM Model "A" for conventional fireplaces. (Damper is built-in).



HEATFORM Model "S" for modern corner fireplaces, with view of fire from front and either side. (Damper is built-in).



HEATFORM Model "M" for fireplaces with view of the fire from front and both sides. (Damper is built-in).

Dealers, Architects, Engineers, Draftsmen & Building Contractors

WRITE TODAY

for Complimentary FILE KIT on this profitable line of HEATFORMS, DAMPERS & FIREPLACE ACCESSORIES

HEATFORMS

(SHOWN AT LEFT)

The HEATFORM unit is so constructed—as to be a perfect guide for masonry walls from hearth to flue.

The HEATFORM fireplace saves fuel and circulates heat otherwise lost up the chimney.

The HEATFORM adds but little to the cost of a fireplace because it saves some materials and some labor.

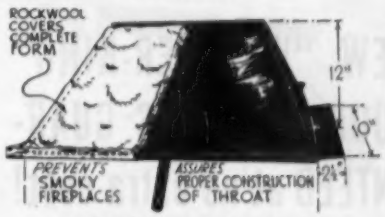
SUPERIOR FORM DAMPERS

(SHOWN AT RIGHT)

To be used only when the extra heat of the HEATFORM is not essential.

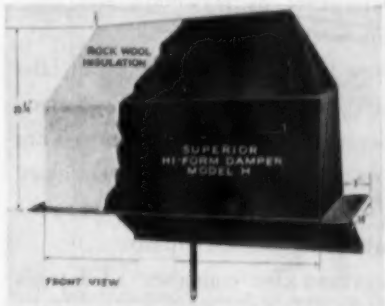
MODEL "L" DAMPER (shown above at right) was brought out 25 years ago by the Superior Fireplace Company for conventional fireplaces. Because it met the need for higher and wider throats it became the standard specification for satisfactory fireplaces.

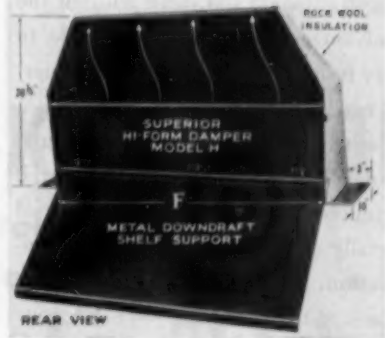
MODEL "H" DAMPER is the new damper developed by Superior engineers to be used in all modern fireplaces with two, three or four sides open, also for those between two rooms.



MODEL "L" DAMPER (above) for conventional fireplaces

MODEL "H" DAMPER (below) for Modern fireplaces.





(*) HEATFORM registered trademark of Superior Fireplace Co. PAT. APPLIED FOR

SOLD ONLY THROUGH BUILDING MATERIAL DEALERS. PROMPT SERVICE FROM OUR TWO FACTORIES SERVING DISTRIBUTORS THROUGHOUT ALL TRADE AREAS IN U. S. A.

PLEASE IDENTIFY YOUR PROFESSION OR TRADE WHEN WRITING FOR FREE FILE KIT

SUPERIOR FIREPLACE CO.

Dept. AB-551
1708 E. 15th St.,
LOS ANGELES, 21, Calif.

Dept. AB-551
601 North Point Road
BALTIMORE, 6, MARYLAND

BARBER COLMAN

Barcol®

OVERdoors

ANNOUNCE THE FIRST MAJOR GARAGE DOOR CONSTRUCTION

NEW "WEATHER-KING" DOOR SECTIONS GUARANTEED at no extra cost!

At last, a garage door as tough and shatterproof as plywood—and absolutely weatherproof!

Now for the first time you can offer a garage door guaranteed to withstand moisture and humidity, guaranteed not to warp or weathercheck, guaranteed not to split, crack or de-laminate as the result of natural conditions.

WEATHER-KING combines advantages of both plywood and metal without the disadvantages of either! Applicable to every residential, industrial or commercial need.

Barber-Colman engineers pioneered this development, and Masonite research perfected Dorlux . . . a new material specially designed for garage door construction.

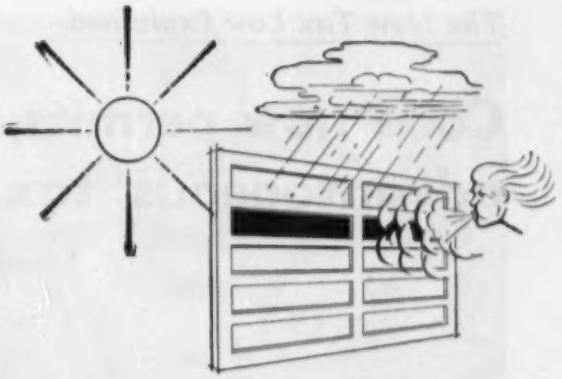
Look at the dramatic *proof!* Ask your Barcol distributor to *see* a demonstration panel! Try this new door on your very next job . . . WEATHER-KING doors are available with either cam action or wedge-tight hardware . . . a price and a design for every requirement.



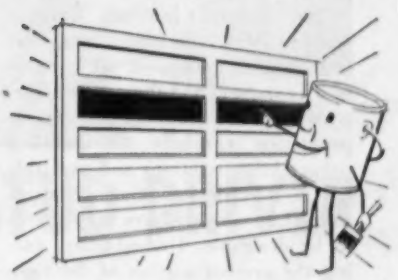
IN 1930 PLYWOOD was wonder-material for strong, light doors.



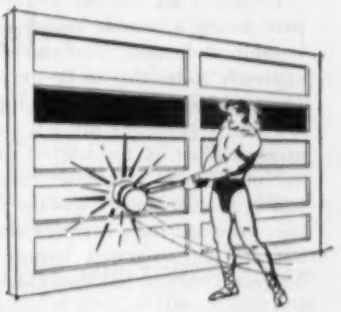
IMPROVEMENT IN SINCE PLYWOOD!



Weather is wood's traditional enemy, but WEATHER-KING laughs at sun, wind, moisture.



Paint lasts longer, looks better when applied to WEATHER-KING doors.



WEATHER-KING's panels of Masonite Duriux are strong . . . equal to or better than quality ¼" plywood!



TODAY WEATHER-KING DOOR SECTIONS combine strength with guarantee against weathering.

Going to the N.A.H.B. Show?

SEE THE WEATHER-KING DOOR

at Booths 189-190, Conrad Hilton Hotel

or—See it in *your* city during National

WEATHER-KING WEEK, Jan. 31-Feb. 7

Watch for local announcements!

Call your Barcol distributor, or write **BARBER-COLMAN COMPANY**, DEPT. Z411, ROCKFORD, ILL.

OVERdoors and Operators • WARDROBEdoors • Air Distribution Products • Small Motors • Automatic Controls
Metal Cutting Tools • Molded Products • Textile Machinery • Industrial Instruments • Aircraft Controls • Machine Tools

The New Tax Law Explained–

Code now permits, or has made more advantageous, tax deductions for:

1. Interest under an installment purchase contract
2. A reserve for estimated future expenses
3. Net operating loss

FOURTH IN A SERIES

By JOHN F. McCARTHY
Attorney at Law

The Federal Internal Revenue Code of 1954, which went into effect last August, is almost six months old. Taxpayers and their representatives still are studying its various provisions carefully to ascertain proper interpretations and available tax savings devices. Some changes in the Law already have been shown to be desirable. Undoubtedly, during the present session of the Congress, many amendments to the new Code will be considered.

Generally all interest accrued or paid during a taxable year is an allowable deduction. The new Code expressly states this to be the case. (Section 163.) However, the former law and regulations did not recognize a deduction for interest under an installment purchase contract which, as customarily was the practice, provided for a carrying charge but did not separately itemize the interest. This now has been changed.

Deduction figured at 6 per cent of average of unpaid balance

The new Code, in Section 163, permits a deduction for interest where personal property is purchased on an installment contract basis and where the carrying charge is separately stated but the interest cannot be ascertained. This Section says that in that event the interest and the deduction shall be taken to be six per cent of the average unpaid balance under the contract during the taxable year. The average unpaid balance is defined as the sum of the balances on the first day of each month during the taxable year, divided by 12.

The former law and regulations did not permit any deduction by way of a reserve for estimated future expenses except for depreciation and for bad debts. Whether the taxpayer was on a cash or accrual basis he could not take such expenses into account unless, if, on the accrual basis, he had become liable to make them, or, if on a cash basis, he had paid them. The law has been changed to confer a benefit on taxpayers on an accrual basis. However, no such benefit has been made available on a cash basis.

Taxpayers must estimate future expenses with "reasonable accuracy"

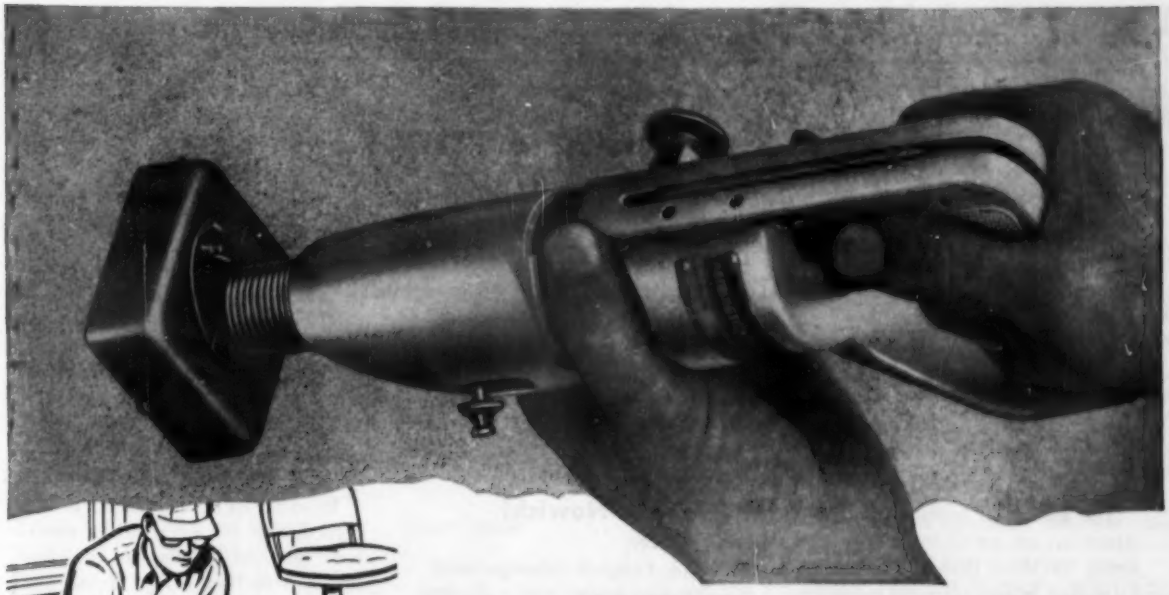
In this connection the new Code, in Section 462, provides that a taxpayer may take as a deduction a reasonably accurate estimate of future expenses attributable to the income of the trade or business during the taxable year. The Commissioner of Internal Revenue is empowered to issue regulations on the subject and to regard the excessiveness of any reserve as taxable income. The Statute, in requiring the taxpayer to estimate "with reasonable accuracy," undoubtedly calls for an estimate in line with his previous experience of expenditures.

This new Section has a particularly advantageous application in the home bulding field. Assume, for example, that to maintain good will, or because of some warranty or service policy, a home builder normally has spent $50 per house on minor adjustments or repairs after completion or sale. Under the former law and regulations, no deduction could be had until the taxpayer had spent money on adjustments or at least knew what repairs were necessary and had become liable for them. Under the new Code, an accrual basis taxpayer may claim a deduction in the amount normally spent on adjustments and repairs, in this example $50 per house, as soon as the sale is completed.

Carryback for net operating loss extended to two years

The net operating loss deduction features under the former law and regulations have been continued by the new Code. However, some changes have been made which are helpful to taxpayers. Section 172 of the new Code provides that a net operating loss for any taxable year ending after December 31, 1953, may be carried back over the two preceding years and may be carried forward over the next five years. Previously, the carry back had been limited to one year. The loss, of course, must be carried to the earliest of the seven taxable years which may be involved.

Several important modifications have been made in the method of computing the amount of the loss. Again, these are beneficial to taxpayers. One of these changes involves the treatment to be accorded a loss sustained on the sale of a fixed asset. Previously, such a loss, except by a corporation, was not regarded as "net operating loss" as required by the statute. For example, an individual sustaining a loss in connection with the sale of an apartment building, which he held as an investment, was not thought to have suffered a "net operating loss." The new Code makes it clear that all such losses are to be treated as within the category under discussion.





Anchoring seats, bar stools to concrete



2" x 4" plates to concrete floor



Carpet gripper anchored to concrete

REMINGTON STUD DRIVER

saves up to 80% fastening costs on "special" jobs

When it's an unusual fastening job that has to be done quickly, efficiently—let the Remington Stud Driver take over. There are special guards, interchangeable with the standard guard, that adapt it for practically any application. And the Stud Driver's cartridge-powered action enables one man to set up to 5 studs a minute—a saving in time and labor of approximately 80% over old-style methods.

Setup time is cut to a minimum with the Stud Driver. There are no holes to drill; no laborious hammering is necessary. A squeeze of the trigger and the tool's powerful cartridge drives the stud home—solidly and permanently into steel or concrete. Compact and portable, the Stud Driver has a field of use limited only by where a man can go.

DISCOVER FOR YOURSELF how this lightweight (6 lbs.) fastening tool can cut costs for you. Let us send you our new booklet which shows how the Remington Stud Driver anchors furring strips, structural channels and many other fabricated materials to concrete or steel. Just clip and mail the coupon for your free copy.

"If It's Remington—It's Right!"

Remington DUPONT

Listed & Approved by Underwriters' Laboratories, Inc.

MAIL THIS COUPON TODAY



Industrial Sales Div., Dept. AS-1
Remington Arms Company, Inc.
Bridgeport 2, Connecticut

Please send me a free copy of the new booklet showing how I can cut my fastening costs.

*Name*_____

*Position*_____

*Firm*_____

*Address*_____

*City*_____ *State*_____

the how and why of mortgage financing–last of 4-part series

What does the lender expect?

He has three basic requirements: adequate collateral, good credit risk, a reasonable return on investment.

After the house is sold, he expects followup by the builder. Repeated, unattended complaints destroy the lender's confidence in the builder.

By Joseph Nowicki
Loan Officer,
Chicago Federal Savings and Loan Association

The lender, in financing the construction or purchase of a new home, has three basic requirements. First, that he has adequate collateral (the completed house) to secure a loan. Second, that the builder or purchaser be a good credit risk. Third, that he receives a reasonable return on the investment. Let's review each of these requirements independently.

Adequate collateral

The term "adequate collateral" covers a very broad field, parts of which were covered in previous installments. Essentially, it embraces a readily salable house at a reasonable market price, and a reasonable equity or investment on the part of the builder or purchaser.

Many factors contribute toward establishing a readily salable house. These are: LOCATION—suitably located for schools, churches, shopping facilities, transportation and away from detrimental influences such as dirt, noise or high speed traffic. PLANS—a good and complete set of house plans and specifications is essential. They must be suitable for the lot, not an overimprovement and not an underimprovement; in other words, compatible with the surrounding area.

Style and design—up-to-date style and design in keeping with the buying public's demands, providing for modern functional use. The buying public of today is very conscious of style and design, as evidenced by our automobile manufacturers who make gradual improvements, not radical but pleasing to the eye.

Structural soundness—that which will endure with a minimum of maintenance. You may ask, what have these to do with adequate collateral? Simply this. A well planned, well constructed house is more readily salable and, in turn, a more desirable investment for the lender. Consequently, it will influence a better loan commitment.

Reasonable market price—is determined to a great extent by the "typical home purchaser." He is a composite, hypothetical person who will react to a house in the same way that a large group of prospective buyers would react. An exorbitant price tag will discourage him and, of course, require added effort and expense in order to complete a sale.

Equity—the builder's equity, represented by his investment in the land, cash outlay or labor going into the construction of the house. The purchaser's equity is represented by the down payment over and above the mortgage. Equity is the incentive to complete the building, and, from the purchaser's viewpoint, to maintain the building and a prompt payment record to protect his investment.

In so far as the contractor is concerned, the lender requires assurance that the builder can complete the construction of the house and that he has sufficient capital to pay all bills over and above the proceeds of the construction loan. Ability to complete construction is usually determined by past performance and recommendations of former customers and sub-contractors. Capital is cash on hand and investment in land or equipment.

When the completed building is offered for sale, it is advisable for the builder to "screen" his prospective purchasers to determine if they can qualify for the permanent purchase loan. To sell a building without qualifying the purchaser under the three C's may prove to be costly and time consuming and possible loss of better qualified purchasers. The "three C's" are:

CAPITAL—The down payment representing the difference between the maximum loan available and the total purchase price, plus loan expenses.

CAPACITY—The purchaser's ability to meet his obligations, his present income, family status, age, (long term loans are not always available to older purchasers) other outstanding obligations and, other assets,—in other words, a man's credit standing.

CHARACTER—Past performance in payment of debts, integrity, standing in his community and with his employer.

. . . "it is advisable for the builder to 'screen' his prospective purchasers . . . under the three C's—CAPITAL, CAPACITY AND CHARACTER" . . .

Mortgage Financing

Capital is easy enough to determine but capacity and character may be a little difficult for the builder to determine. A "rule of thumb" measure that may be helpful in determining capacity is (maximum loan a purchaser can assume) two to two and a half times the annual gross income or loan payments not to exceed twenty to twenty-five per cent of gross income.

I might add, that many times the prospective purchaser may not qualify for the maximum loan available because of insufficient earning capacity. From the lender's viewpoint, the risk involved in making a mortgage loan is not in sustaining a loss in event of foreclosure but rather that the borrower may default. The emphasis is on considering the borrower as a first line of defense and the collateral security as the second line of defense.

Character

Evaluation of character is even more difficult. However, a rule of thumb measure would be a sharp lookout for type of questions which are asked concerning a community. Inquiries as to location of church or organization such as Kiwanis, Lions, P.T.A. and Scouts are potential indications of sound character.

If the down payment, the capacity to repay the loan and character are evident, it then passes to the lender to determine if the purchaser is an acceptable risk. So much for credit.

Reasonable return

Interest rates below those established by state laws and financing charges are pretty much determined by the amount of risk involved. (Except FHA and VA loans which are determined by law.) The greater the risk the greater the interest rate and financing charges. Poor locations, inadequate plans, cheap construction, and border-line credit risks cause higher rates and charges. So it is wise to plan ahead and consult with the lender before buying a site and choosing a plan. As previously mentioned, the supply of money is also one of the most important factors in influencing interest rates.

Red tape is something we all shy away from. No one likes to fill out forms and builders are no different from any one else. However, it is a necessity to guard against possible losses and to comply with legal requirements. The mechanics lien law requires the contractor to submit to the owner or lender a detailed contractor's sworn statement of cost and full waivers of lien for all monies advanced. The builder who complains about undue delays in processing of a loan may have himself to blame because of an incomplete presentation.

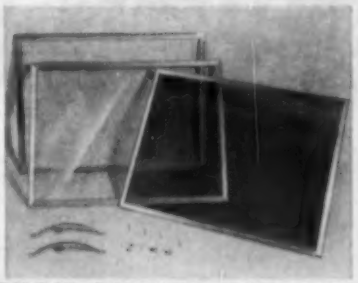
Conclusion

For the home buyer, the purchase of a new house is about the most important investment he will make in his lifetime. He has a certain amount of pride in his purchase. It is just natural to expect a degree of perfection in any new article, be it a house, car or just a pair of shoes. A new house is like a new car which requires a period of "breaking in" in order to locate the bugs and make the necessary adjustments so that it will give maximum performance. The failure to complete the minor items or make adjustments has a most damaging effect on the the new home purchaser.

The subsequent complaints to the lender tend to destroy the lender's confidence in the builder, and repeated complaints may force the lender to cease financing any of the builder's houses. This is one of the major reasons lenders are cautious in their selection of builders they are willing to finance. A satisfied customer is your best advertisement and helps establish your reputation as a good builder. A period of difficult times may be ahead, and only those builders who have gained a good reputation will survive to continue their building operations.

We have covered much ground in a short space. What would be interesting, is for a builder to discuss what he expects from a lender besides larger and longer term loans. This business of producing a house is a co-operative venture—one person dependent on another. Without the builder, the lender could not survive.

.... PRODUCTS EXHIBIT



BILT-IN WINDOWS—DeVac Window Co., Inc., Dept. AB, 5901 Wayzata Blvd., Minneapolis, Minn. A new window idea introduced by DeVac combines any prime window and the DeVac Self Storing combination windows into a single unit. Photo above shows complete DeVac Bilt-In kit, sold by the DeVac factory only to millwork distributors and manufacturers.

Builders laud the advantages of drastically reduced installation costs and ready acceptance by the homeowner. Installation eliminates the cost of separate storms and screens, plus the fitting of hardware and painting of all storm and screen sash. The Bilt-In kit is installed by the millwork manufacturer or distributor where the prime window is produced.

The Bilt-In operates in a patented wood surround which is attached to become part of the window frame. This wood surround unit is produced by the millwork manufacturer or distributor.



Advantages to the homeowner give the unit an impressive list of sales features. Cost of obtaining a complete self storing unit is substantially reduced. Clean exterior appearance with a minimum of exposed metal fits any type of architecture. Normal window maintenance is reduced tremendously and both storm sash and screen lift out from inside the home for easy cleaning. The anodized aluminum will not tarnish nor even show fingermarks and is impervious to customary lime corrosion when plaster is left on metal during construction. Aluminum is extra heavy duty, 63ST6 extrusion. Screen is lifetime Fiberglass.

Contractors may obtain the DeVac Bilt-In as a part of their prime window through the following distributors.

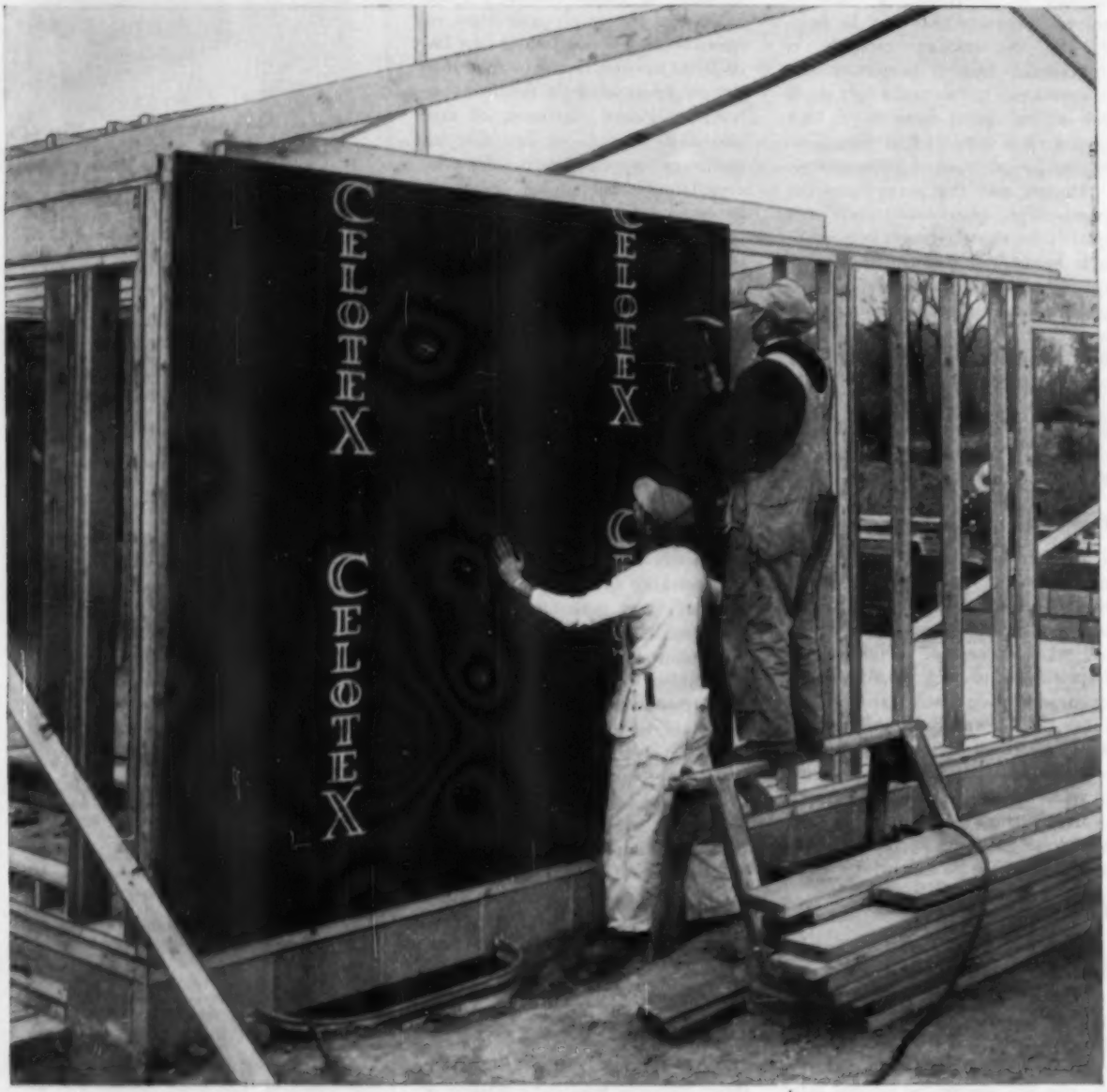
Bardwell-Robinson, Fargo, N.D.
Carr-Cullen, Minneapolis
A. A. Kindem & Sons, Minneapolis
Knecht Lumberman Supply, Rapid City, S.D.
Lake Street Sash & Door, Minneapolis
Snell Sash & Door, Omaha, Neb.
Snell Sash & Door, St. Paul, Minn.

Key sales areas are still available and distributors are encouraged to make inquiry for franchise openings in their particular region. Write today for complete information, price list, literature and catalogue sheet on the DeVac Bilt-In.

DeVac Window Company
5901 Wayzata Blvd., Dept. AB
Minneapolis, Minnesota
(Advertisement)



How builder cuts



Celotex National Ads: Your Big Business-Builder!

Month after month . . . throughout 1955, you'll see the Celotex great new advertising campaign at work for you . . . with eye-catching ads in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and many other leading publications. Capitalize on this residential construction market-hitting barrage. Tie in with this powerful sales help by stressing to prospects that your homes are built with genuine Celotex Products. It will pay off. Over a third of a century of national advertising has created nationwide preference for the brand name Celotex!

Impartial survey shows

ARCHITECTS PREFER

CELOTEX

INSULATING SHEATHING

2 to 1

over the next leading brand!

labor costs more than 30%

with easily-applied, time-saving

Double-Waterproofed

CELOTEX INSULATING SHEATHING

"Until we started using Celotex Double-Waterproofed Insulating Sheathing, we never knew what it was like to schedule construction with any certainty. Now we find economy of time and costs are almost guaranteed, labor alone being cut over 30%. The speed and ease with which Celotex sheathing goes up is remarkable. And wet-weather delays are a thing of the past. Even after heavy rains, we're back on the job with little time wasted . . . sure that Celotex has done a job of maximum protection in sealing out damaging moisture."

Clint Miller, Clint Miller Building & Realty Co., Akron, Ohio
President of Ohio Home Builders Assn.; National Director of NAHB



From all sections of the country come similar reports of builders well-sold on the *practical job advantages* of Celotex Double-Waterproofed Insulating Sheathing. Important cost savings are made while you build stronger, more comfortable homes with fully insulated sidewalls as an added sales benefit. Remember—only Celotex Insulating Sheathing gives you all these big advantages:

1. Goes up 30% Faster. Easier to cut and fit. Up to 15% less waste.

2. Insulates and Weatherproofs as it builds. All at *one* cost. No building paper needed.

3. Saves on material cost. The 25/32" sheathing costs no more—usually less—than ordinary sheathing . . . and the ½" almost *always* costs less!

4. Laminated for Extra Strength and rigidity. Yet density is *controlled* for maximum insulating value.

5. No Corner Bracing Needed to meet FHA requirements, with 4' wide, 25/32" thick Celotex Insulating Sheathing. Has approximately 30% greater strength than ordinary sheathing with let-in bracing.

6. Excellent Base for Wood or Asbestos Shingles. Use special methods for direct application; or apply over Celotex Impregnated Backer Board.

7. Double-Waterproofed. Outside, by protective asphalt coating. Inside by special processing of the fibers. Yet has more than twice the vapor permeance advocated by government agencies.

8. It is the Only Sheathing made of tough, strong, long Louisiana cane fibers—protected by the patented Ferox® Process against dry rot and termite attack.

Mail coupon for factual FREE new booklet, "40 Questions and Answers about Insulation Board Sheathing."

Build Better . . . Build with Genuine

CELOTEX REG. U. S. PAT. OFF. **INSULATING SHEATHING**



The Celotex Corporation, 120 S. LaSalle St., Chicago 3, Illinois

MAIL TODAY!

THE CELOTEX CORPORATION, Dept. AB-15
120 South LaSalle Street, Chicago 3, Illinois
Please send me free the new Celotex booklet, "40 Questions and Answers About Insulating Board Sheathing."

Name _____

Address _____

City _____ Zone ____ State _____

Keeping the account of the buyer

- The buyer comes in and says, "I'm ready to move in."
- The builder says, "I'm ready to have you move in."
- How much money has changed hands at this point?

By ALEX G. FLAX, CPA

of Flax, Ziegler, Shifris & Co., Chicago

JOB NO. 104

SALES PRICE	15000	A
MTGE LOAN	12000	B
DOWN PAY'T	3000	C

BUYER	John Doe
ADDRESS	---- Madison St
PHONE	Ma 4302

	1954 DATE		ITEMS		FOL.	DEBITS	CREDITS	DR. BALANCE	CR. BALANCE	
1	Sept	16	Earnest Deposit	C	C9		100 -			1
2	"	21	Down Payment	C	C9		900 -		1000 -	2
3	Oct.	17	Balance of D.P.	C	C14		2000 -		3000 -	3
4	"	18	Const. loan draw	B	C14		3000 -		6000 -	4
5	Nov	4	" " "	B	C16		6000 -		12000 -	5
6	Dec	16	" " "	B	C19		1000 -			6
7	"	27	Mortgage pay-off	B	C21		1500 -			7
8	"	27	Hold back (public walk)	B	C21		500 -			8
9	"	27	Loan expense charge		C21	259 08				9
10	"	27			C21		259 08		15000 -	10
11	"	31	Contract price	A	S12	15000 -		-0-	-0-	11
12						15259 08	15259 08			12
13										13
14										14

This question is certainly a major one and arises in every negotiation between builder and buyer. The answer to it lies in a careful and separate record kept by the builder of the financial structure of the job *as it affects the buyer*. This account with the buyer should be set up when the contract is signed and downpayment received. By means of it, the closing out of the sale with the buyer becomes routine procedure, involving a minimum of calculation for settlement at the time of delivery of the keys.

The standard form shown here will do the job very well, but any similar arrangement can be used. It must cover all details relating to these factors: (1) sales price, (2) downpayment, (3) proceeds from the lending institution. Note that on the form above, these factors are keyed A, B, and C. These key letters are necessary for making quick identification of each posting. For instance, the first posting shown here, $100 on September 16, keyed as "C," was a downpayment deposit by the buyer. So was the $900 on September 21. The "B" item of $3,000 on October 18 represented proceeds from the interim construction loan. This device of keyed postings thus makes it easy to tell who owes what when the time comes to close the account with the buyer.

Account gets same job number as on builder's books

Don't forget to include space for the buyer's name, address and telephone number and fill in this information as soon as the account is opened. The account should be given the same number the job carries elsewhere on the builder's books. The column marked "Fol." is a posting reference to the Cash Received journal.

The credits to this account with the buyer originate in the builder's Cash Received journal (described in these pages last month). They consist of earnest money deposit and payments on balance of downpayment, proceeds from the construction or mortgage loan and the

(*Continued on page 296*)



SelecTemp room units, only 18 inches high, are recessed into wall between studding, and can be painted to match color scheme. Three sizes: 6,000, 12,000, and 18,000 Btu output. 12,000 Btu size shown below. No electric wiring or power is used. Small flexible copper tubes carry steam to each room unit.

Why Iron Fireman® SelecTemp® is the greatest advance in modern heating

This Quick Quiz Tells Story

Features never before available help make SelecTemp heated homes highly salable. Installation cost, operating expenses are low.

Q. What features are new and better in Iron Fireman SelecTemp heating?

A. (1) Thermostat in every room; (2) modulated (not "on-off") heat; (3) filtered warm air continuously circulated; (4) easily installed in new or old construction; (5) boiler can be located anywhere; (6) moderate operating costs.

Q. How does SelecTemp provide individual room temperature control?

A. Each room heating unit has its own thermostat. Temperature in any room, including bathrooms, can be raised or lowered without affecting temperature in any other rooms.

Q. What is meant by "modulating" heat?

A. SelecTemp is not "on-and-off" heating. Each room unit automatically modulates its own heat output. Steam turbine operated fan in each unit runs faster or slower, according to amount of heat needed, gently circulating filtered warm air.

Q. What happens when there is a fire in the fireplace, or when warm sunlight enters a room, or a cold wind strikes the house?

A. SelecTemp heaters in the rooms affected act at once—cutting down or stepping up heat output—just enough to maintain the desired temperature in each room. SelecTemp units, mounted in outside walls, quickly sense outdoor temperature changes and automatically increase the room temperature to keep the comfort level constant.

Q. Is SelecTemp reasonable in cost?

A. Yes. The system is engineered for very economical installation and operation, both in new construction and modernization. SelecTemp, a new, different and revolutionary kind of heating, is one of the most powerful *selling features* you can put into a house.

See for Yourself

You are invited to see SelecTemp units in actual operation at the Iron Fireman SelecTemp display, N.A.H.B. Exposition, Chicago. Space No. 555, Hotel Sherman.



SEND FOR FREE SELECTEMP BOOKLET . . .
Contains complete description, with specifications for builders and architects. Use coupon below.

Iron Fireman Manufacturing Company
3099 W. 106th St., Cleveland 11, Ohio.
In Canada: 80 Ward St., Toronto, Ontario.

Please send free descriptive booklet on SelecTemp heating.

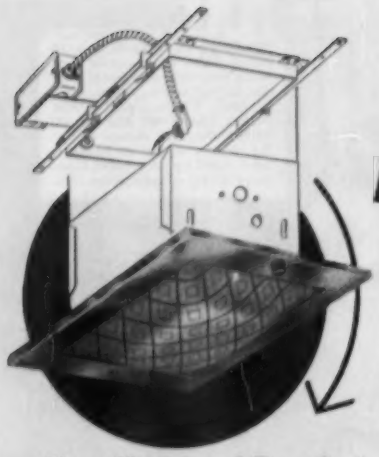
Name _____

Address _____

City _____ State _____

Iron Fireman SelecTemp
MODULATING ZONE HEATING





install it faster easier...

ATLITE'S NEW

PRE-WIRED ASSEMBLY

Drive four nails . . . turn the screws! It's up—without framing out or boxing out.

More Money and Time Saving Features . . .

Pull "R", "T" or "TW" wire directly into J-box.
No asbestos or slow burning wire required
No additional pull boxes needed
J-box always accessible

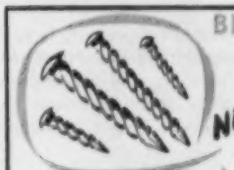
NOW! *ATLITE'S pre-wired assembly is available for 60 watt fixtures as well as for 100, 150, 200-300 watts.*

ORDER FROM YOUR JOBBER—or WRITE FOR LITERATURE and COMPETITIVE PRICE LIST.

ATLAS ELECTRIC PRODUCTS CO.
319 Ten Eyck Street, Brooklyn 6, New York

BRIGHT-DIPPED ALUMINUM

Drive Screws



NEW! The appearance of your product can be improved with BRIGHT-DIPPED Aluminum Drive Screws . . . with the time and consequent saving of costly labor . . . plus the increased holding power over nails.

Being of aluminum, the rusting and paint staining problem is eliminated . . . ideal for bathroom, kitchen and multiple outdoor uses; such as gates, fences and garage doors.

At No Extra Cost!
Telephone or write on your letterhead for FREE samples and literature.
NEvada 6-7131

Universal MOLDING COMPANY
10807 STANFORD AVENUE · LYNWOOD CALIF.

World's Best Small Trencher for Many Kinds of Construction Digging

★ FOUNDATIONS
★ GAS LINES
★ WATER LINES
★ ELECTRIC CABLE



Manufactured Under Patents Pending

DITCH-WITCH is the answer to fast construction trenches 3" to 6" wide and 36" deep in any soil. Outdigs 8 men—works around the clock. Self-contained, operates under its own power. Light weight, mobile, low operating and maintenance costs. Proven in all soils, DITCH-WITCH will pay for itself in a few days.

Write for Complete, Illustrated Literature.

The CHARLES MACHINE WORKS
633 B Street PERRY, OKLAHOMA

Keeping the account of the buyer

(Continued from page 294)

buyer's share of loan expenses. As a general rule, this last item originates in the Cash Received journal as a deduction from the final mortgage proceeds. When the accumulation of these net credits in the buyer's account equals the sales price and the buyer's share of the loan expenses, the account is ready for closing. Since the account will usually contain credit balances until closed out, a simple recording of the sale will balance the account.

Keep escrow and holdback payments separate from buyer's account

Important! Escrow and holdback payments should be kept separate from the buyer's account to facilitate closing of the job. For instance, the lender may owe $500 more but is holding this back for some reason (perhaps waiting until the alley is paid). This item of $500 is entered in the buyer's account but is simultaneously transferred to an account with the lending institution, called "Holdbacks."

In addition to this systematic recording of cash paid in on the job, the account with the buyer also involves a final closing statement prepared to show the buyer's share of the loan expenses. The lender sends the builder a statement of closing charges. The builder must now determine the amount due from the buyer as his share of the closing charges and furnish his own closing statement in complete settlement of the transaction. A sample of such a statement is reproduced here. It should be simple, clear and well organized. If the account with the buyer has been properly kept, this final closing statement from builder to buyer will be easy to formulate.

CLOSING STATEMENT

Company A.B.C. Company — Purchaser John Doe
Loan No. 14128 — Property 5 Room House-Plan 12
Date 12/21/54 — Address ---- Madison St.

	Charges	Credits
1st Mortgage Loan		12000 -
Cash Deposit		5000 -
Fee Applicant	123 -	
Title Charges	40 35	
Survey	25 -	
Credit Report	5 -	
Revenue Stamps (Optional)		
Inspection	15 -	
Hazard Insurance (4 Mos @ 2.36)	9 44	
" " (1 Year-Advance)	20 29	
Tax Deposit	12 -	
Contingency Deposit	10 -	
Seller's Tax Allowance		9 -
Purchase Price	15000 -	
Total Charges	15268 08	15009
Total Credits	15009 -	
Deposit Required to Balance	259 08	

ARE YOU KEEPING UP WITH THE REVOLUTION IN HOME BUILDING?

Whether you still build with pieces or have already switched to parts, there's help for you in *American Builder's* summary report on the prebuilt house system—February issue, 14 pages.

No matter WHERE YOU LIVE*



DON'T GET BEHIND THE 8 BALL

When you can profit from the money-making ideas in AMERICAN BUILDER

Couldn't you use an up-to-the-minute picture of the building industry as it affects you—the latest builder news, forecasts, trends, designs, weather, mortgage conditions, prices, housing starts, market facts of your area?

No matter where you live in the United States, your regional edition of AMERICAN BUILDER gives you this vital information—plus hundreds of "job-tested" ideas for

Cutting Costs
Saving Time
Saving Labor

Moreover, it shows you new ways to

Build Better Houses For Less
Sell More Effectively
Remodel
Arrange Kitchens and Bathrooms
Use New Materials and Equipment
Streamline Management Methods

and many other procedures that will put more money in your pocket.

Start profiting from AMERICAN BUILDER right away. Just fill out the handy postcard order form (be sure to indicate your title or position, company name and type of construction) and send it to us today.

THREE FULL YEARS (36 Profit-Packed Issues) $7.00
SEND YOUR ORDER TODAY

PLEASE ENTER MY SUBSCRIPTION TO
AMERICAN BUILDER

☐ one year $3.50* ☐ three years $7.00*

*U.S., its possessions and Canada only

NAME

TITLE or POSITION

COMPANY

TYPE OF CONSTRUCTION

STREET

CITY ZONE STATE

• AMERICAN BUILDER is edited exclusively for individuals and firms (and their employees) engaged professionally in the building field

AB15

PLEASE ENTER MY SUBSCRIPTION TO
AMERICAN BUILDER

☐ one year $3.50* ☐ three years $7.00*

*U.S., its possessions and Canada only

NAME

TITLE or POSITION

COMPANY

TYPE OF CONSTRUCTION

STREET

CITY ZONE STATE

• AMERICAN BUILDER is edited exclusively for individuals and firms (and their employees) engaged professionally in the building field

AB15

Please send AMERICAN BUILDER as my gift to

NAME

TITLE or POSITION

COMPANY

TYPE OF CONSTRUCTION

STREET

CITY ZONE STATE

☐ three years $7.00*
☐ one year $3.50*
*U.S., its possessions & Canada

GIFT CARD TO READ FROM

FROM
NAME
STREET
CITY ZONE STATE
SIGNATURE

• AMERICAN BUILDER is edited exclusively for individuals and firms (and their employees) engaged professionally in the building field

No matter WHERE YOU LIVE*—
AMERICAN BUILDER
will show you the outstanding designs BUILT and SOLD in your area!

* In the United States

FIRST CLASS
Permit No. 210
(Sec. 34.9 P. L. & R.)
BRISTOL, CONN.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY
AMERICAN BUILDER
EMMETT STREET
BRISTOL, CONN.

FIRST CLASS
Permit No. 210
(Sec. 34.9 P. L. & R.)
BRISTOL, CONN.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY
AMERICAN BUILDER
EMMETT STREET
BRISTOL, CONN.

FIRST CLASS
Permit No. 210
(Sec. 34.9 P. L. & R.)
BRISTOL, CONN.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY
AMERICAN BUILDER
EMMETT STREET
BRISTOL, CONN.

Three Great Editions
SOUTHERN
WESTERN
NORTHERN
give you the builder news of your region

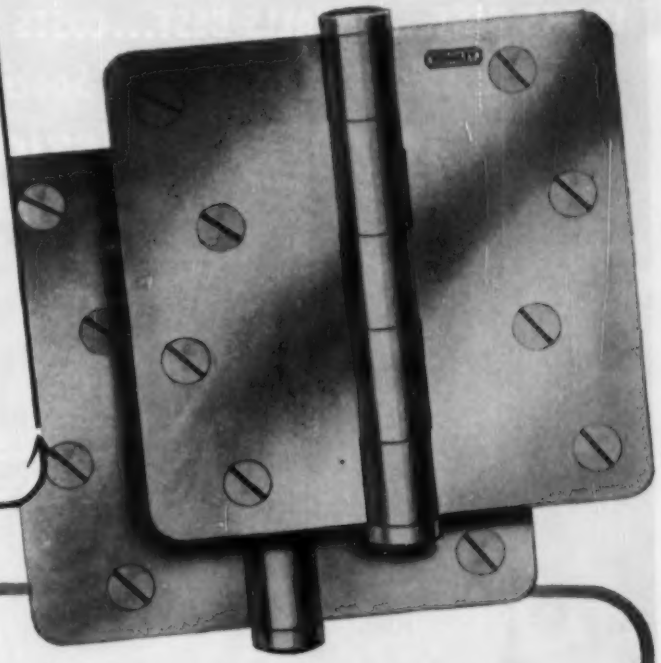
HERE IS WHAT YOU GET IN YOUR THREE YEAR SUBSCRIPTION

- 36 accurately drawn 1/8" scale BLUEPRINTS, one in each issue, of easy-to-build houses with proved customer acceptance. Included with each is a Quantity List of Materials.
- 3 Directory Issues (the April issue) with complete listings of Building Products and Equipment Manufacturers, Brand Names and many others.
- 216 or more pages of Photographs and Floor Plans of the outstanding designs built and sold in your area.
- A month-long Weather Forecast for your area that enables you to estimate your working days for the coming month.
- Use of a Consulting Service "Ask the Experts."
- New Product Information, Technical Help and On-The-Job Advice.
- News and Trends of the Industry including Market Conditions, Mortgage Situation, Labor and Materials Supply and other vital Information.

THREE FULL YEARS
(36 issues) only $7.00
SEND YOUR ORDER TODAY

Just Around These Corners

YOU CAN CUT *Door Hanging* COSTS



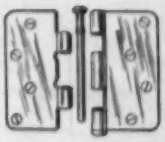
Builders everywhere are discovering the time-saving potential in Stanley Round Cornered Hinges. Using a Hinge Mortiser and Template even an unskilled carpenter can mortise 75 doors and jambs a day—and these round cornered hinges fit this mortise perfectly. The combination adds up to real savings in door-hanging.

Stanley Round Cornered Hinges COST NO MORE!

1 Stanley Round Cornered Hinges are absolutely uniform and any one fits any of the uniform mortises cut with electric Mortiser and Hinge Template. (Electric Mortiser and Hinge Templates available in Stanley Electric Tool line.)



2 Stanley Round Cornered Hinge leaves are interchangeable — any two-knuckle leaf matches perfectly with any three-knuckle leaf.



3 Stanley Round Cornered Hinges are available prime coated or plated in all standard finishes, with ball or button tip, non-rising pin, plain or ball-bearing. And all flat button tip hinges have the hole in the bottom tip for easy pin removal.



See your favorite Stanley dealer or write for further details to Stanley Works, 101 Lake Street, New Britain, Conn.

REMEMBER THREE HINGES TO A DOOR

STANLEY

HARDWARE

STANLEY

TOOLS
ELECTRIC TOOLS
STEEL STRAPPING
STEEL

LOOKS BEST...INSTALLS BEST...COSTS LESS!

That's Why You're Wise to Specify

TILEMASTER PLASTIC WALL TILE



AMERICA'S MOST THOROUGHLY MERCHANDISED WALL TILE!

Tilemaster has a range of sales helps tailored to the exact needs of every man who sells or specifies wall tile. Here are two that are ideal for you!



COORDINATOR BOOK OF COMPLETE SAMPLES

Conveniently arranged by color and type this big, beautiful book is your easiest way to show the tremendous range of Tilemaster colors and styles.

COLOR HARMONIZER WALL CHART

Your customers can tell at a glance how to mix field tile and trim in a tasteful color blending.

These are only a few of the many other pieces available

Guaranteed by Good Housekeeping

Builders and building supply men alike know that a Tilemaster installation is always profitable to them. Profitable not only because it assures complete customer satisfaction—but profitable because it's so *trouble-free* . . . thanks to Tilemaster's exclusive Bev-all construction and patented mastic-seal rib. Tilemaster tile goes up easier and faster and *stays up!* When you specify Tilemaster you get America's widest range of superb colors and tile pieces. Your Tilemaster installation can be more beautiful as well as more practical. You'll do well to specify or install Tilemaster—the prestige tile with the luxury look—at a popular price!

NATIONAL ADVERTISING MAKES TILEMASTER A DEMANDED BRAND NAME

60,000,000 readers will see Tilemaster ads in these important magazines this year. More and more people will ask for Tilemaster by name.



See us at the NAHB show—Booths 176-177

TILEMASTER CORP. Dept. AB-1
1415-21 Diversey Pkwy., Chicago 14, Ill.
Please send me complete information on the Tilemaster line of Plastic Wall Tile.
☐ Builder ☐ Dealer ☐ Distributor ☐ Architect
Firm Name.....
Address.....
City..... Zone..... State.....
Signed by.....
Western Office and Warehouse: 3708 S. Main St., Los Angeles, Calif.

People look twice at this fireplace

In remodeling a portion of this Santa Monica, Calif., building into a grill, the corner fireplace was given a position of prominence in the main eating area. It was designed to catch attention and to be a focal point around which the grill was developed.

The fireplace is constructed of masonry and metal and is practically independent of the rest of the building. The two sidewalls of the fireplace, up to the metal hood, are built up of fire-resistant brick against the inside face of the building wall without bonding into the old.

The 12 gauge black iron hood is framed at its bottom face with continuous 2x2x¼-inch angles welded to form a triangle. These are bolted to clip angles which, in turn, are anchored to the masonry wall.

The smoke stack, built of the same material, is secured to the top of the hood and extends through the roof line the required distance. The bottom portion of this stack is exposed in the grill just below the furred ceiling. The wood framing of the roof and the suspended ceiling are kept a minimum of six inches away from the face of the stack as it extends upward through the roof. A metal collar and flashing closes up this opening at the roof line.

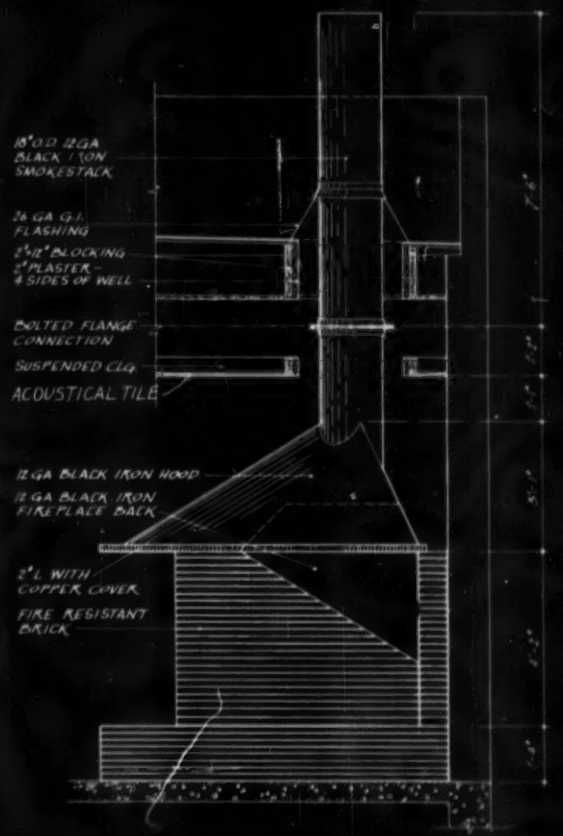
The design of the metal smoke shelf and the metal fireplace back is positioned at right angles to the hood, allowing approximately eight inches for the opening to the flue. This arrangement makes for good combustion and prevents the possibility of a back draft.

AMERICAN BUILDER'S BETTER DETAIL PLATE

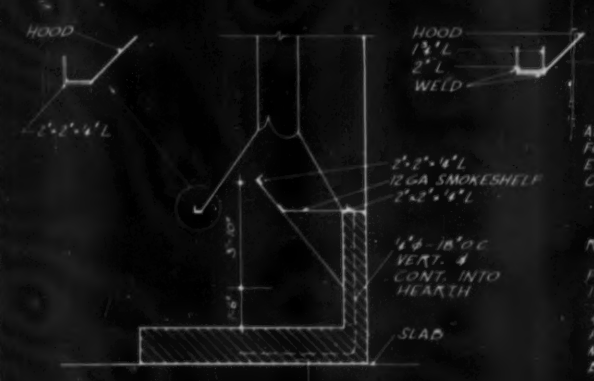
Designed by Frederic Barienbrock & Andrew F. Murray, A.I.A.—Santa Monica, Calif. Detailed by Carl Ziatl, Architect for *American Builder*

NO-D-119 RESTAURANT FIREPLACE

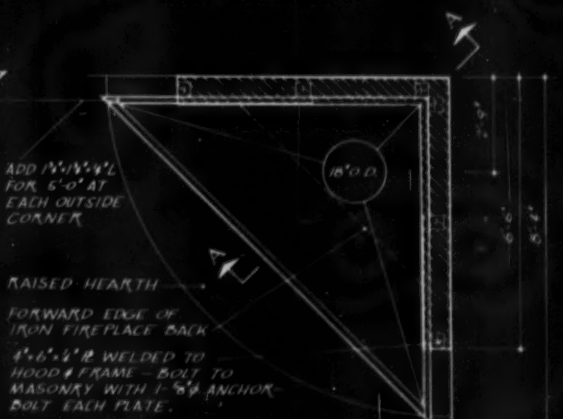




ELEVATION



SECTION A-A



PLAN

New—A REALLY PORTABLE GENERATOR

1500 WATTS

97 POUNDS



The story of Master's new lightweight generator is in this picture.

You carry it right to the job—anywhere—start the engine with a pull of the starter cord, plug in your power tools or lights and go to work . . . without the cost or trouble of temporary power lines or the power loss from long lead-ins.

This Master generator will handle small power tools, saws up to 8", drills to ¾", hammers, chain saws, lights, etc., up to a total of 1500 watts. It comes either DC (97 lbs.) or AC (107 lbs.), and delivers 115 volts through two built-in receptacles. It runs from a 4-cycle engine connected directly to the generator, so there are no belts or pulleys to wear out.

It's lightweight, compact, sturdy . . . a money and time saver for all builders. Send the coupon for prices and specs . . . no obligation.



☐ **Turn-A-Trowel.** Floats and finishes; rigid blade mounting gives precision finish; float and finish blades in single unit, can't get lost; gas and elec.; 34", 46" sizes.



☐ **Concrete Vibrator.** 9,000 rpm vibration, yet lightweight, rugged, gives long service; gas and elec.; wheel mounting available; accessory tools; 1½ to 6 hp power units.



☐ **Remote Power Vibrator.** This "Hycycle" runs 2 high-speed vibrators (10,300 rpm) as far as 300' from power unit; mounted on wheelbarrow, wt. only 172 lbs.; 6.6 hp engine.



☐ **Midget Trowel.** New Lightweight, one man carries; gets into tight spots; only 24" across yet does top trowel job 6 times as fast as by hand. 70 lbs., 1.6 hp engine.



☐ **Portable Generator Plants.** AC or DC; gas, diesel, natural gas engines. ½ KW to 12.5 KW; portable mountings. Also continuous duty plants up to 20 KW Floodlights.



☐ **Vibrating and Finishing Screed.** Produces better quality slab than any other method we know by superior deep vibration. Mixers can't keep up with high speed strike off, compaction and finish (follow up with broom, bull float or Turn-A-Trowel). Handles low slumps, 3½" down to *zero*. Gas or elec. (any voltage, phase or cycle); 6' to 30' lengths.



☐ **Portable Space Heater.** Clean, instant, odorless heat blown where you want it; rugged, longlasting, trouble-free; uses kerosene or fuel oil; 160,000 to 400,000 BTU.

MASTER

SEND FOR CATALOGS and full information. Check boxes above, under products you're interested in. Clip lower half of ad and mail to Master Vibrator Co., 231 Stanley Avenue, Dayton 1, Ohio

NAME_____ COMPANY_____

STREET_____ CITY_____

An old product put to new use

Taking a standard flush door and using it as a sliding table is something that is completely new. This was done in the house shown on the opposite page.

In this case, two tables of equal size were built: one in the kitchen which is fixed, and the other of a sliding type in the dining room. An opening in the wall between the two rooms is made a trifle wider than the table so that it can slide easily. This opening is fitted with a counter balanced door which slides into a pocket above.

The fixed table in the kitchen consists of a slab of one-inch thick plywood finished with a Formica top. On the edge of both sides of this table is inserted a brass track on which the roller operates. This roller is screwed to the underside of the door table.

The top of the sliding door table is placed at normal height above the floor. The height of the fixed table in the kitchen conforms to the other with a built-up solid leg at the open end.

A two-inch thick member, the width of the table, is placed against the end which is extended. The built-up leg, with casters screwed to the bottom face, is finished flush with the horizontal member. The end of the table is finished in the same material as the wall. When the table is retracted, the horizontal face and the leg fit into a slot in the wall flush with the wall paneling.

A built-in seat, the full length of the table, is provided on the wall of both the kitchen and the dining room. The seat and back of the dining room unit are finished with upholstered leather, with the seat in the kitchen conforming to the finish of the table.

AMERICAN BUILDER'S BETTER DETAIL PLATE

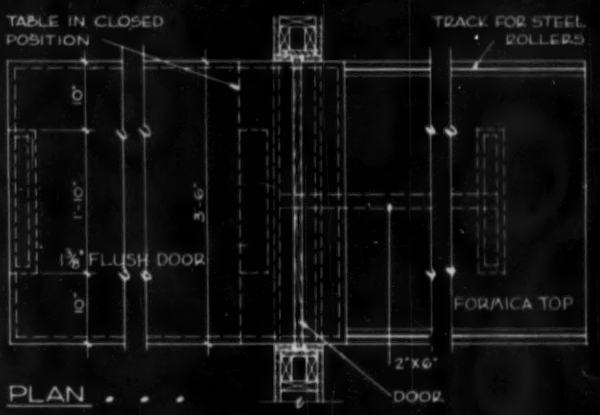
Detailed by K. Roderick O'Neal, A.I.A. for *American Builder*

NO. D-120 ROLL-OUT DINING TABLE . . .

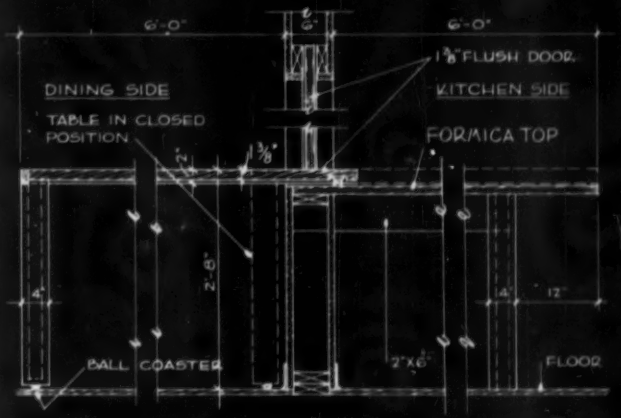




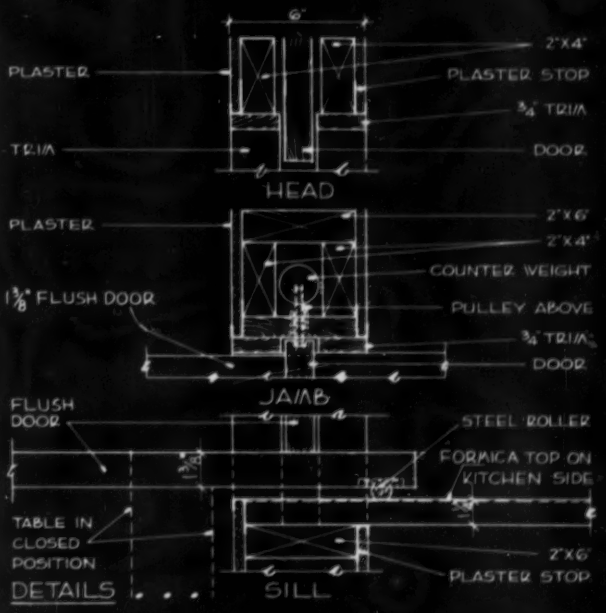




PLAN . . .



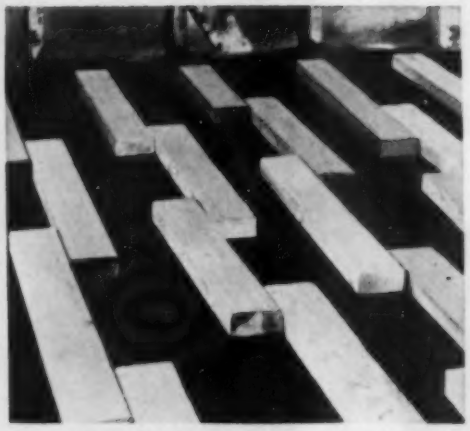
SECTION . . .



DETAILS . . .



FIRST STEP in a new and economical method of installing wood floors over concrete, without the use of sub-flooring. Use an asphalt mastic for bonding wood to concrete. The mastic is applied hot in the conventional manner, either over the entire surface of the slab, or in "rivers" along predetermined lines where screeds are to be placed. If the latter procedure is followed, apply the mastic about ¼-inch thick. If mastic is placed over the entire slab, spread it 3/32 inches thick. A notched trowel facilitates level spreading.



START LAYING the screeds immediately after the mastic has been spread. Use dry 2x4s treated with an approved wood preservative. Do not treat them with creosote or other material which might bleed through the nail holes and stain the hardwood floor. FHA requirements specify screeds from 18 to 30 inches long. Where FHA is not involved, lengths up to 48 inches can be used. In either event, be sure to use random lengths rather than uniform lengths to permit staggering of end joints. Embed the screeds firmly into the mastic with the flat side down and placed at right angles to the proposed direction of the hardwood flooring. Arrange them in a staggered pattern, with the rows spaced 12 inches on centers and with the end joints in each row overlapped at least four inches.

Here's a new way to lay wood floors on concrete

Until recently, the customary practice in laying hardwood floors over concrete was to employ wood subflooring as a nailing base. While this was excellent construction, it was comparatively expensive. The subflooring then was nailed to screeds which were embedded and anchored into the concrete by means of mechanical fasteners.

Now this has all been changed. A faster and more economical method has been developed which retains the inherent advantage of the other type—warm, dry and comfortable floors.

This new method eliminates the need for wood subfloors. The finished floor is nailed directly into the wood screeds, which, in turn, are imbedded into asphaltic mastic spread in a generous layer over the concrete slab. The 2x4-inch screeds are arranged in a staggered pattern in lengths up to 48 inches and with rows spaced 12 inches on center. This provides plenty of nailing surface for the finished flooring.

The fact that there has been an abundance of construction in recent years of homes built on concrete slabs laid directly over the ground, spotlights the importance of an effective floor finish. Hardwood provides a measure of insulating value to the floor construction, in addition to the moisture barrier under the slab. It also has a resiliency that overcomes the uncomfortable hardness of concrete.

The accompanying photographs illustrate the step by step procedure, from the application of the hot mastic to the sanding of the wood surface in preparation for the finish. It will be noted that wide base plates under the wall studs are used to good advantage. This provides an excellent nailing surface for the flooring ends and adds to the rigidity of the installation. In general, the floor is laid in the customary manner. Care needs to be exercised, however, to make sure that each piece bears on at least two screeds and to avoid close grouping of end joints.

(Continued on page 306)

PROTECT NEW HOME CONSTRUCTION from DESTRUCTIVE MOISTURE!



SEALTIGHT

PREMOULDED MEMBRANE ...A TRUE VAPOR BARRIER

Eliminates

- Excessive Window Condensation
- Rotting of Wood Joists and Sills in Crawl Space Type Homes
- Rotting of Wood Framing in Walls
- Excessive Basement Dampness
- Blistering of Exterior Paint
- Deterioration of Adhesives Bonding Floor Finish Materials
- Deterioration by Mildew of Rugs, Furnishings and Clothing



"GUARDIAN of the HOME"

Sealtight Premoulded Membrane is a TRUE Vapor barrier that provides a protection against the ravages of destructive moisture in all types of building construction... home, commercial and industrial. Designed for on-grade, basement and crawl space type installations. Sealtight premoulded membrane is a completely waterproof, ⅛" thick, asphalt hardboard with a vapor permeance of only .0066 grains per square foot, per hour.

In construction applications this moisture barrier is placed directly over the fill (the source of 80% of all building moisture) and extended over the edge of the floor area... you actually form a vapor proof "saucer" into which the cement is poured. Premoulded Membrane is easily formed on the job when necessary and is strong enough to withstand trundling of wheelbarrows... will not rupture during the pouring of cement.

Sealtight Premoulded Membrane is supplied in 4' x 8' sheets... these sheets are permanently bonded together, on the job, with Sealtight Catalytic Bonding Asphalt. Sealtight Premoulded Membrane has withstood years of on the job testing and meets F.H.A. standards. Available through the distributor serving your area.

BUILDERS... DEALERS... HOMEOWNERS... everyone benefits from the use of Sealtight products... WRITE TODAY FOR COMPLETE INFORMATION.

W. R. MEADOWS, INC.

DEPT. A - ELGIN, ILLINOIS

SEE US IN BOOTH NO. 357 AT THE 1955 NAHB SHOW



PROVIDE at least a one-inch clear space between the ends of the screeds and the base plate at both sides of the room. This space will allow for the normal expansion of the finish flooring due to temperature and humidity changes. This is necessary as a safeguard against buckling or cupping of the floor and pressure on the walls which otherwise might develop from lateral expansion of the flooring. Note how the use of random length screeds result in staggered end joints.



MANY BUILDERS have found it advantageous to use wide base plates (2x6s or 2x8s) along the walls at right angles to the direction of the finish flooring. They provide a good nailing surface for the flooring ends, adding to the rigidity of the installation. In dry wall construction, flooring is laid before the wallboard is erected. Plaster and cement work of wet wall construction must be thoroughly dry before the flooring is laid. If prefinished flooring is used, delay the installation until the latest possible stage of the construction.



Photographs courtesy National Oak Flooring Manufacturers' Association.



HARDWOOD FLOORING can be laid as soon as the screeds are in place. Use tongued and grooved flooring only, never the square edge type. Flooring should be at least $\frac{25}{32}$-inch thick. In general, the flooring is laid in the customary manner, with the first course about one-inch from the wall studs or the plaster line. Make sure that each piece bears on at least two screeds. Wire and steel cut flooring nails meet FHA requirements, but screw-type nails are preferred because of their holding power. It is of utmost importance to nail the flooring to both screeds wherever a strip passes over lapped screeds. Since the flooring is side and end-matched, all joints need not meet over the screeds. Avoid having adjoining strips, however, break over the same screed space. Lay out a few courses in advance of nailing to avoid close grouping of the end joints.

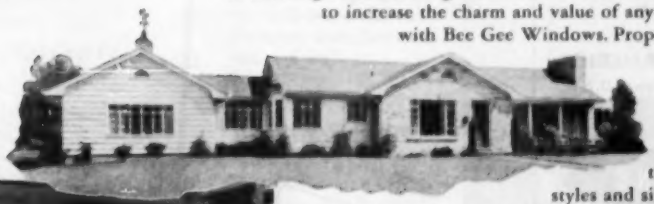
SAND CAREFULLY and thoroughly to a smooth, even surface, removing all dirt and mastic. Finish according to any of the accepted methods. A penetrating type floor seal gives a particularly durable finish. Be sure to apply at least the first coat of finish on the day of the final sanding to prevent raising of the grain. Mastic on the surface of the finished floor can be easily removed with a floor cleaner. Conclude with two coats of a solvent-type paste or liquid wax.

dramatic beauty *for modern living*



BEE GEE modern wood windows

In building or remodeling architects know the easiest way to increase the charm and value of any home is "window-styling" with Bee Gee Windows. Proportioned to fit with modern architectural trends, famous Bee Gee Windows provide an authentic styling touch for any type of construction...any kind of interior. 179 styles and sizes of all-wood casement, picture and corner picture windows, skillfully styled, crafted and detailed to bring new grace and glamor to every room in your home. And you can *"Clean the Outside from the Inside"*.





light and airy for health and comfort



Bee Gee Windows open your home to nature's air and sunlight! And Bee Gee's "Pressure Vacuum Ventilation" is scientifically engineered to pull in fresh air from any of 3 directions of wind and exhaust stale air at the same time...the only window on the market to give this truly complete room ventilation.

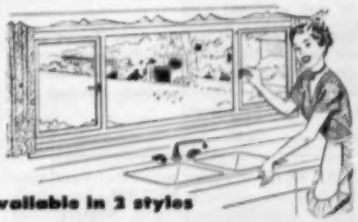
ease of installation spells economy



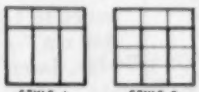
A Complete Window...Ready to Set in the Wall...Nailed in Place...Ready to Use!

"ribbon-styled"...long—low—beautiful!

New type construction ...designed to emphasize the modern lines of ranch-type and contemporary homes, with all the warmth, character and practical advantages that only wood windows provide.



every window available in 2 styles



Style "A"—a brilliant expanse of unobstructed glass. Style "B"—the glass divided to give you long horizontal lines. Choose the style that best fits your home.

BROWN-GRAVES CO. AKRON 1, OHIO

GET YOUR FREE BEE GEE CATALOG

BROWN-GRAVES CO.
Dept. AB-107, Akron 1, Ohio

Please send my FREE Bee Gee Window Catalog with complete data and specifications.

I am a ☐ builder ☐ architect ☐ dealer ☐ jobber

NAME

ADDRESS

CITY STATE



120 projecting stainless steel needle sharp points in every foot of Nixalite make it the effective, inconspicuous and lasting solution to your bird problem.

write for 32 page illustrated Know How Manual.

NIXALITE COMPANY OF AMERICA
115-119 W. 3rd Street, Davenport, Iowa, U.S.A.

CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—$7.50 minimum for 40 words or less. 15¢ for each additional word.

Display Classified—$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2¼ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

WANTED—Proven manufacturers' representatives to sell EPRAD, America's safest bath-tub enclosure. Shatterproof—made of fiberglass. Top commissions. Write now for full particulars and information on protected sales territories. EPRAD, 1206 Cherry Street, Toledo, Ohio.

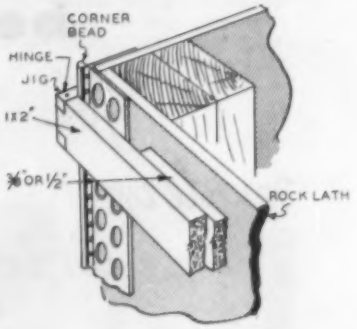
MANUFACTURER'S AGENTS
Representatives wanted by leading manufacturer about to market new UL approved Class A prefabricated chimney. Tremendous potential with builders, building supply wholesalers, etc. Only applicants with good following will be considered. Submit complete information to Box #107, American Builder, 79 W. Monroe St., Chicago 3, Ill.

how would you do it?

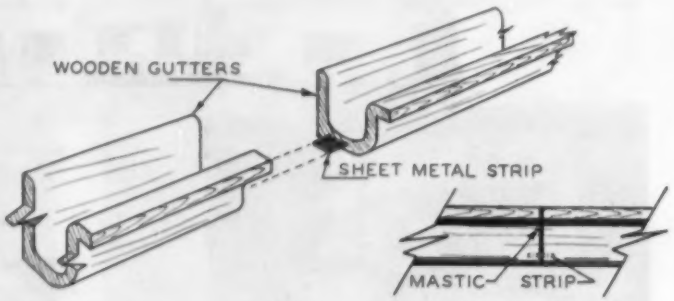
Ideas for the man on the job

How to apply corner bead the easy way

Build this jig to help you put on corner bead. Take two pieces of 1x2 each about 1 foot long. Cut one end of each piece so that they are tongued and grooved. Drive a nail through the joint of the tongue and groove so that the two pieces hinge. Nail on each of the pieces a section of wood of a width deep enough to account for the thickness of surface finish you intend to apply. A ⅜- or ½-inch piece of wood will be sufficient for a plaster surface over rock lath. Nail each of these pieces of wood several inches away from the hinge. Place corner bead on corner of wall. Fit the jig around the corner enclosing the corner bead. The jig will automatically determine placement of the corner bead so that the bead will be of correct depth to take a plaster finish. Tack corner bead in place. Run jig down corner a few feet and repeat operation.



—M. Hendricks, Carlock, Ill.



Keep joints of wood gutter butted closely

When you apply wood gutters, cut sheet-metal strips the thickness of a sawcut and 1 inch wide and 3 inches long. Cut a ½-inch deep slot in the ends of each piece of wood gutter to be butted together. Make this cut ½ inch from the bottom edge. Insert the metal strip in the slot and apply oil and calking compound to the ends. Then join the ends and tap tight. The metal strip inserted in the first piece will facilitate perfect alignment of the second piece, will prevent shifting and will create a tight-fitting joint.

—W. Kraatz, Santa Cruz, Calif.

Setting ceramic tile? Clean them this way

Immediately after ceramic tile has been set and the joints grouted, sprinkle dry cement and then sawdust all over the tile surface. Then take an old sack and rub off dry cement and sawdust. This will clean the tile surfaces completely. After sawdust and dry cement have been removed, polish tiles with clean burlap.

—C. L. Corvin, Wytheville, Va.

YOU OFFER

Much More...

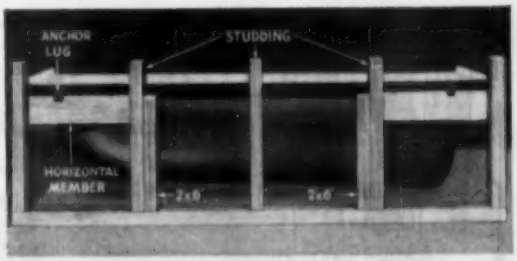
IN THE SUPERIOR CHARACTERISTICS OF

AllianceWare BATHTUBS

Like every progressive builder, you are always striving to offer the home owner the utmost value for his home-building dollar.

So, when it comes to bathroom fixtures, you can choose AllianceWare with the assurance that the bathrooms in the homes you build will have fixtures with many superior and exclusive advantages.

WALL-HUNG INSTALLATION—
Easily installed, an AllianceWare tub rests securely on its strong steel apron at the front while steel lugs welded to the back permanently anchor the tub to the wall studding. This method is patented and exclusive with AllianceWare.



A GRAB-RAIL FOR SAFETY—
AllianceWare design provides a "grab rail" the full length of the tub for greater safety in entering and leaving the bath, another AllianceWare patented feature.



LEAK-PROOF FLANGE—
A hidden, leak-proof flange, originated by AllianceWare, extends a full inch upward at the wall-line of the tub. Prevents leaks between tub and wall.



LIGHTER WEIGHT—
Through formed steel construction, all useless dead weight is eliminated, without any sacrifice of strength or of long life. Installation is simplified—handling is easier.



EXTRA STRENGTH—
The photograph opposite illustrates an AllianceWare tub supporting an 11,500-pound concrete block—the weight of two large elephants.



STAINPROOF COLORS—
AllianceWare acid resisting enamels withstand wear and punishment, yet are easy to clean. Uniform color harmony of five colors, as well as white, assures perfect color matching of bathtub, lavatory and water closet.



AllianceWare
PORCELAIN ON STEEL

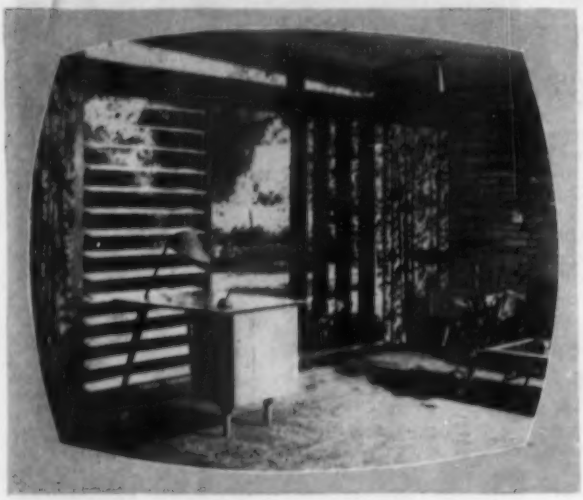
ALLIANCEWARE, INC. • Alliance, Ohio

Plants in Alliance, Ohio, and Colton, California

Bathtubs • Lavatories • Closets • Sinks



Visit us at the Conrad Hilton Hotel, Booths #317, 318, 319



SUN-SASH LOUVRED WINDOWS

SUN-SASH Louvred Windows add exceptional appeal to a contemporary dwelling. They create both a handsome, unique facade, and a smart interior design that enhance every type of architecture from Cape-Cod to modern. They provide the advantages of a picture window, plus the additional advantages of fresh air and draft-free ventilation, even when it rains. SUN-SASH windows actually ease building budgets because they are so simple to install, with sizes to fit any opening. Put SUN-SASH on your NAHB program. *We'll be looking for you!*

NEW! **"Side-Seal" Hardware!**

Ridged Channel: Weather-tite sealing is built into SUN-SASH with patented "Side-Seal" hardware.

Embossed Louvre Pockets are designed to mesh with the ridged channel for tighter closure.



DOUBLE HEIGHT



DOUBLE WIDTH

SUN-SASH can be mounted one over the other for double height, or mullioned directly together with special mullion clips placed at head and sill for double widths.

SUN-SASH Company AB-1-55
38 Park Row, New York 38, N. Y.
Please send me additional information.

Name.....

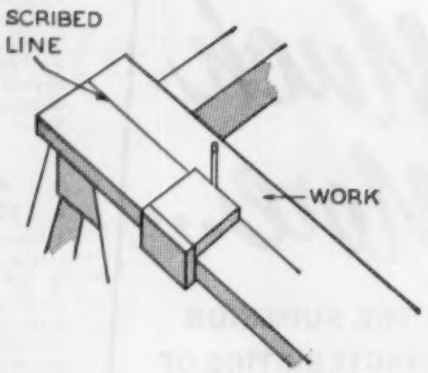
Address.....

City..... State.....



how would you do it?

Ideas for the man on the job



Make this scribing guide

When scribing off a number of long planks, chances are that you will get splinters in your hand. To eliminate this annoyance completely, take two short pieces of scrap and nail them together at right angles to one another. Cut off one edge of the guide to the length desired for marking purposes. Place the scribing guide over the edge of the work and mark all planks to be ripped without danger of splinters.

—H. E. Fey, New Braunfels, Texas



How to fit plywood cabinet doors

If you need to install flush-type cabinet doors, cut a single piece of plywood to fit the entire opening. Allow $\frac{1}{16}$ inch for clearance. Draw a center line as a guide for later cutting of plywood into doors.

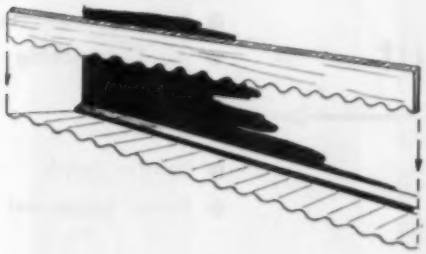
Saw along the center line from the top to a depth of about $\frac{1}{3}$ the length of the future doors. Do not saw all the way through. Make another saw cut along the guide line from the bottom.

Fit the entire piece of plywood into place. Install hinges. Use a hand saw to cut the remaining portion along the guide line to separate the doors.

—K. L. Hart, Aurora, Colo.

how would you do it?

Ideas for the man on the job

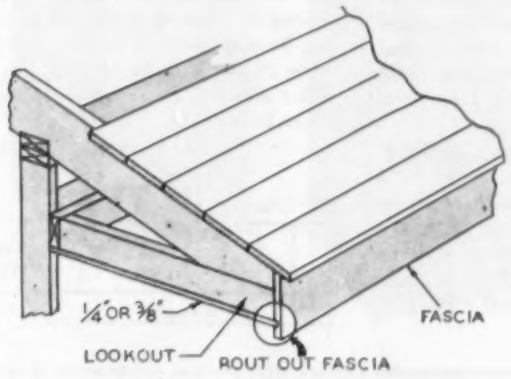


Wood fascia for corrugated roofing

The overhanging eave of a roof made with corrugated metal bends easily out of shape, particularly when a ladder is placed against it. Make a wood fascia for the overhanging eave to make the corrugated roofing rigid and to give the eave line a more attractive appearance.

Use the end of a piece of corrugated material for marking. Place the fascia board flat and stand the corrugated material upright upon it for marking. The cut may be slanted upward slightly to correspond with the roof slope. Nail the fascia board to the corrugated roofing from above with galvanized nails.

—A. N. Nelson, Kansas City, Mo.



How to put in a soffit

Before placing any fascia boards at the cornice, rout out the fascia to a depth of ¼ or ⅜ of an inch, and at a desired height. If you do not have a router, saw kerfs will do just as well. Installing a soffit in this way will eliminate the need for moldings on the fascia side and will have a better finished appearance. You will be able to handle long lengths of plywood more easily even though you are working alone since the groove will practically hold the soffit by itself. If your overhang is under one foot, lookouts will not be needed provided that ⅜-inch plywood or better is used.

—G. C. David, Perth Amboy, N. J.

THE QUALITY LINE OF DISAPPEARING STAIRWAYS

to fit every building need!



Write today for FREE BESSLER CATALOG showing how easily and economically you can use BESSLER DISAPPEARING STAIRWAYS (7 Models) to assure more cubic feet per building dollar!

IMMEDIATE DELIVERY

assured on all models!

THE BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio

Goldblatt

dry-wall applicators:

new corner taping tool



$4.95 Introductory Offer! (postage paid)

FREE TOOL CATALOG — 1,056 tools for trowel trades. 100-page illustrated book. 1955 edition. Send name on postcard.

1056 tools

Goldblatt exclusive. Gives fast, clean inside corner taping with great ease. Highly flexible 4-in. sides of one-piece stainless steel. Lightweight aluminum mounting with comfortable wooden handle. Forms perfect corners. Eliminates chance of tape snagging. Materials, workmanship, unconditionally guaranteed. Check, money order, C.O.D. Order No. DWCT.

GOLDBLATT TOOL COMPANY, Dept. C-1
1912 Walnut, Kansas City 8, Mo.



CARLSON

Super Chief

16 FEET LONG—¾" Wide White Blade

Here's big news—in a compact, pocket-size package. The all-new Carlson SUPER-CHIEF Steel Tape Rule has 16 feet of wider, more rigid steel blade—designed into a pocket-fitting 2½" case that weighs only 6½ oz. Best of all . . . with the SUPER CHIEF, you alone can now make accurate extended vertical and horizontal measurements quicker . . . easier.

for one-man measuring

Handy Re-wind Crank moves 16 ft. blade smoothly in and out of case, without backlash.

Easy-to-Read—jet black numerals on snow-white blade won't surface crack or peel.

Quick Blade-Change—

Patented Swing-Tip

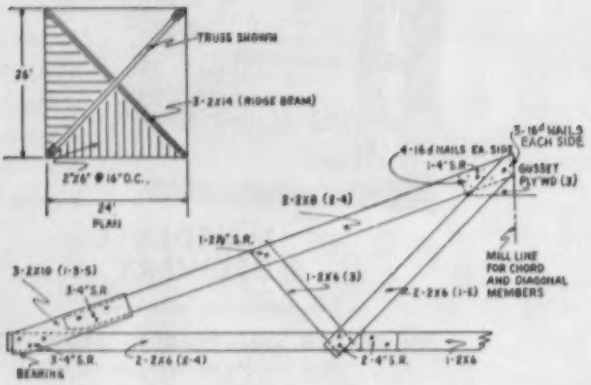
Do-It-Alone—and do it better—with a Carlson SUPER CHIEF See it at your Hardware Dealer!

Carlson & Sullivan, Inc.
MONROVIA, CALIFORNIA

Produced under Patents #2089209, #2510939, #2629180 & Pat. Pend.

ask the EXPERTS about

- Planning
- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment



For a hip roof: One truss or many?

Would you suggest a design for trussed rafters for a hip roof with 24-inch spacing between trusses and for spans of 24 and 26 feet?

E. E. M., Springfield, Ill.

For a building 24x26 feet, the use of one truss into which the rest of the hip roof is framed is probably simpler and more economical for you, as an individual builder, to construct than it would be for you to build a series of trusses. Each of the series of trusses would have to be carefully engineered and built to create the proper pitches required by you for your hip-roofed building. As many as five different trusses are often necessary to build a hip roof. *(See page 54, July, 1954, American Builder.)*

Use the method shown in the illustration. Note that three 2x14 pieces are framed into the truss as a ridge beam, and then 2x6's are placed 16 inches on center and are framed in. The truss itself is made with 2x8's and 2x6's and with split-ring connectors.

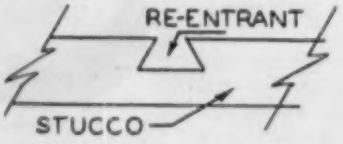
Repairing cracked stucco

I have to repair a stucco house that is badly cracked. The stucco itself is not loose. It is believed that the cracks were caused by using a poor grade of sand. Is there any way to cover the cracks without restuccoing so that the surface can be painted?

H. P., Bayfield, Colo.

Cut out the cracks with a tool called a "re-entrant angle." The use of this tool will scrape out loose particles of stucco and will leave a groove like the one pictured and called a "re-entrant."

Brush the re-entrant with a thin grout of Portland cement and water to provide a glue. Within 30 minutes, fill cracks with a 1-3 cement-sand mixture. Finish smoothing cracks with a small block of soft pine. If cracks are tiny, fill with white lead paste stiffened with whiting.



After the material used to fill cracks is dry, apply first-quality "oil base" masonry paint.

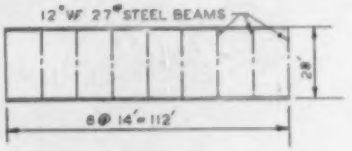
The "oil" is used in distinction to water-base paints. Actually, the prime coat would contain an alkali-resistant resin vehicle, the finish coat a vehicle of alkyd resin, because it has the greatest resistance to sunlight of all the available materials.

Devoe & Reynolds Company, Inc.

What size I-beams should I use?

Will you please tell me what correct size and weight I-beam is required to support a 28-foot span, flat built-up roof? The building is to be 28 feet wide by 112 feet long. What distance should there be between them?

A. N., Cambridge, Ill.



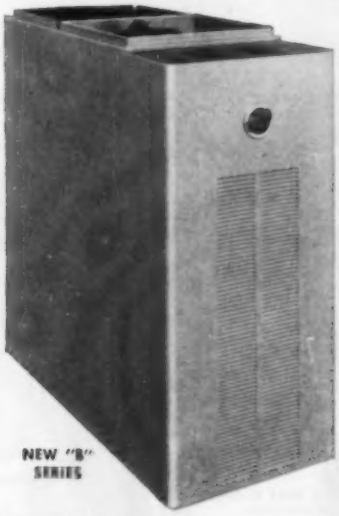
For a flat roof 28 feet wide with supporting beams placed 14 feet on centers, use 12-inch wide flange 27-pound steel beams. See the plan illustration above which indicates the need for 9 beams with 8 spaces between, each 14 feet wide.

Wilbur Tuggle
Structural Engineer

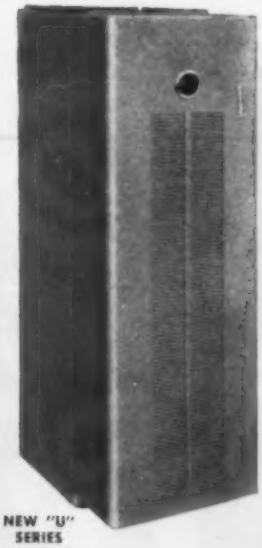
Got a problem you can't solve? "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Write to "Ask the Experts," *American Builder*, 79 West Monroe St., Chicago 3, Ill. We'll publish as many questions and answers as we can.

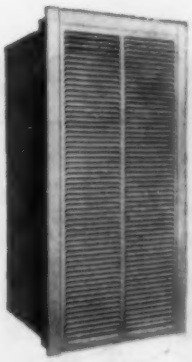
MOR-SUN FOR '55...



NEW "B" SERIES



NEW "U" SERIES



MODEL C-75 WALL FURNACE

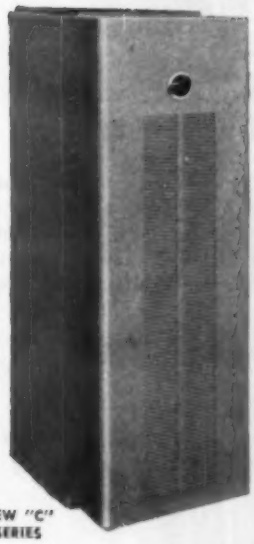


DELUXE JMT SERIES

new models

. . . a complete line

. . . designed with the builder in mind



NEW "C" SERIES



GRAVITY SERIES



NEW "H" SERIES

THERE'S A MOR-SUN WARM AIR FURNACE for every home heating requirement . . . the right size . . . the right price . . . for new construction or modernization

DELUXE JMT SERIES Gas and Oil. 4 Models. New, improved Heat Exchanger guaranteed for 10 years. Capacities from 105,000 to 190,000 BTUH Input for gas and 95,200 to 151,000 BTUH Output for oil. *The finest Automatic Forced Warm Air Furnace available anywhere.*

NEW "U" SERIES Gas and Oil Highboys. 4 Models. New, improved Heat Exchanger guaranteed for 10 years. Capacities from 75,000 to 125,000 BTUH Input for gas and from 72,800 to 112,000 BTUH Output for oil.

NEW "B" SERIES Gas and Oil Lowboys. 3 Models. New, improved Heat Exchanger guaranteed for 10 years. Capacities from 95,000 to 130,000 BTUH Input for gas and from 84,000 to 112,000 BTUH Output for oil.

NEW "C" SERIES Gas and Oil Counterflows. 4 Models. New, improved Heat Exchanger guaranteed for 10 years. Capacities from 75,000 to 125,000 BTUH Input for gas and from 72,800 to 112,000 BTUH Output for oil.

NEW "H" SERIES Gas and Oil Horizontals. 4 Models. Capacities from 80,000 to 140,000 BTUH Input for gas and 72,800 to 112,000 BTUH Output for oil.

GRAVITY SERIES Gas only: 2 Models. Capacities from 80,000 to 110,000 BTUH Input.

MODEL C-75 WALL FURNACE Gas and Oil. For flat wall or corner installations. Capacities — 75,000 BTUH Input for gas and 57,000 BTUH Output for oil.

You get so much more with MOR-SUN

MOR-SUN STEEL FURNACES

Mor-Sun Warm Air Furnaces and Air Conditioners are distributed nationally and sold through leading heating equipment dealers everywhere.

FOR ALL THE FACTS . . .
fill in this coupon and mail today

Mor-Sun Division, MORRISON STEEL PRODUCTS, Inc.
605 Amherst Street, Buffalo 7, New York

Send us all the facts about Mor-Sun Warm Air Furnaces and Air Conditioners.

Name.....Title.....

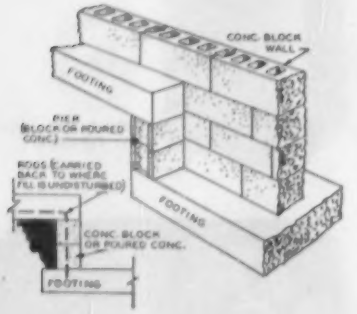
Firm.....

Street.....

City.....Zone.....State.....

Also manufacturers of ROLY-DOOR STEEL GARAGE DOORS and MORRISON SERVICE BODIES.

ask the EXPERTS



How to support a stepped footing

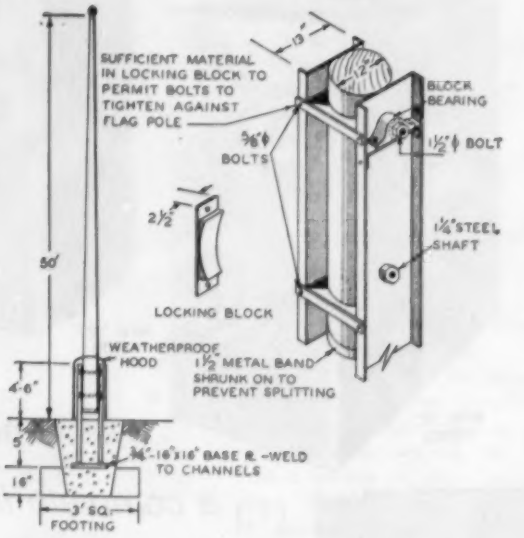
I have a foundation to build that has to be stepped down. It seems quite simple until I get to the step down. What happens to the footing (concrete) where the higher one ends and the lower one starts? Do I have to build a pier to support the end of the upper footing?

A. B., Philadelphia, Pa.

You must, of course, have a pier to support the upper footing, and it should rest on the footing directly beneath it. Make the pier as wide as the footings themselves. There are two methods that you can use to build the supporting pier. You can either build the pier of concrete blocks, or you can build it of reinforced poured concrete. If you build it of blocks, you must fill the voids of the block with concrete for added rigidity. Whether you choose a poured concrete pier or a concrete block one, both methods will require reinforcing. Carry reinforcing rods through the upper footing and back to a point where fill is undisturbed. Then carry the reinforcing down through the pier and into the lower footing.

K. Roderick O'Neal
Architect

For Free Information on Products and Equipment Described in this Issue, Use the Postcard on Page 229.



Want a flagpole that tilts for easy painting?

We have a wood flagpole 65 feet above the ground. I have decided to make it a tilting pole to be let down and put up with the use of a truck and a suitable roller mounted on the rear. Enclosed you will find a drawing showing my plans to change the stationary pole into a tilting one. Can you give me any suggestions that will make it a better job?

C. M. S., West Coxsackie, N. Y.

Your plans to change your flagpole into a tilting one are essentially very sound. We would suggest, however, that you use two ⅝-inch round bolts in each locking block. (See the illustration.) Use a 1½-inch round bolt for the pivot and 15-inch channels at 33.9 pounds per foot. The footing should be 3 feet by 3 feet by 16 inches thick. Weld a ¾-inch 16x16-inch base plate to the channels.

What happened to the sawdust block?

Several years ago I read an article on the use of sawdust in the manufacture of building block. I am very much interested in finding out more about the product. I have been unable to find anything on the subject since.

H. W. N., Edwards, Calif.

As far as we can determine, tests were made by the University of Minnesota and the University of New Hampshire about 25 years ago on this type of block.

Apparently, the results of the test were rather negative because very little has been done about this type of block since then. Concerns that get a heavy accumulation of sawdust were seeking a way whereby they might possibly use this material, and the sawdust block seemed to be the answer.

Here are some of the conclusions:

1. The wood fibre in the sawdust has a tendency to swell and it is also subject to freezing and thawing. Consequently, a fixed size cannot be sustained.

2. The sawdust as an aggregate was found to be very unstable.

3. It was found to readily absorb all of the dirt from the air, and it was difficult to clean the block.

These are some of the negative conclusions in relation to the block.



EXTRA STRONG

CHASE® copper roofing products withstand the weight of snow and ice!

Snow, hail, rain or sleet—copper stands up in *any* weather. It can never rust, has proved its durability for *centuries*.

Chase Copper Roofing Products are exceptionally durable. Chase copper gutters, downspouts, elbows and shoes are made of 16 ounce copper or heavier, to withstand the ravages of weather, the weight of snow and ice.

Chase copper leaders have strong, expansion-proof seams—because they're made from generous, full-width copper strips. Corrugations are deep and ample, allow for extreme temperature changes.

Chase Copper Roofing Products can be handled easily, and can be joined by using standard soldering techniques.

Choose Chase Copper Roofing Products, and you're sure of a quality job—one that will last for years. Find out more about Chase Copper Roofing Products by sending for the free Chase Copper Roofing Products Booklet.

Chase®
BRASS & COPPER CO.

WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENNECOTT COPPER CORPORATION

Chase Copper
adds extra value
to any home!

The Nation's Headquarters for Brass & Copper (†sales office only)

Albany†	Chicago	Dover	Indianapolis	Minneapolis	Philadelphia	St. Louis
Atlanta	Cincinnati	Detroit	Kansas City, Mo.	Newark	Pittsburgh	San Francisco
Baltimore	Cleveland	Grand Rapids†	Los Angeles	New Orleans	Providence	Seattle
Boston	Dallas	Houston	Milwaukee	New York	Rochester†	Waterbury

scholz homes... use

AMES SADDLES

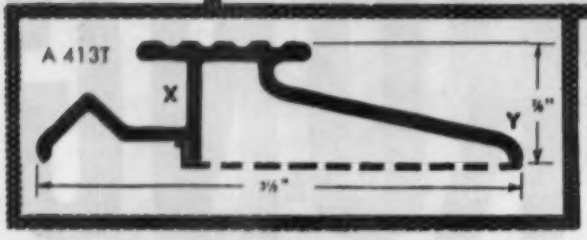
exclusively...

new low priced AMES DOOR SADDLES are priced right for you

weatherstrip saddle

illustration shows concealed hook





waterproof saddle

supplied with hook and drain plate

Send for catalog showing our complete line of sizes and shapes in aluminum, stainless steel and wood core mouldings.

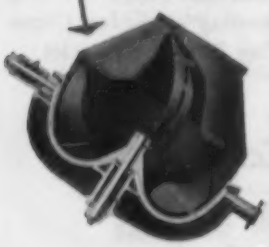
AMES aluminum saddles are made with top quality sponge rubber for permanent seal. AMES makes the most completely weather and dust proof door saddle available.

AMES METAL MOULDING CO., INC.

225 East 144th Street, New York 51, N. Y.



batch-a-minute performance with GILSON'S 3½ ST



You'll like the thorough mixing action . . . the extra speed of GILSON'S 3½ ST. Profit making performance starts right in "the mixer heart" shown in cross section at left. Drum bowl and ring gear are semi-steel, integrally cast for better alignment, smoother running, longer life. Load balanced design plus a geared tilting mechanism with handy, position lock lever, makes charge and discharge faster and easier. Precision Timken tapered roller bearings on both drum and drive shafts require minimum attention, give extra years of service. See this profit making mixer at your GILSON distributor.

GILSON BROTHERS COMPANY

Fredonia, Wis. Founded in 1911

MAIL TODAY to GILSON BROTHERS COMPANY
615 W. Gilson Ave., Fredonia, Wis.
Please send FREE bulletin with more facts on ..... mixer.
Company .....
Street .....
City ..... State .....

ask the EXPERTS

Where carpet and linoleum join

We would like to know where to join the carpet and linoleum in the doorway between the living room and kitchen and how to join carpet and harwood floor between hall and living room. Would you run the carpet through the door openings?

T. H., Joice, Iowa

Where you have carpet in the living room coming in contact with linoleum in the kitchen at the door opening, carry the carpet over to the face of the door at the living room side. In the event that this door swings into the kitchen, then butt the door against the end of the carpet rather than cutting off the bottom stiles and rail of the door to have it clear the carpet.

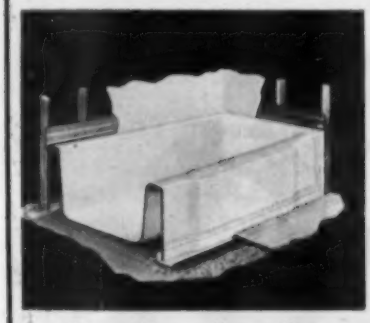
This same principle holds in regard to the door opening between the living room and the hall. In this case, it would be better if the doors swung into the hall and the carpet was placed against the door on the living room side. If this door swings into the living room, then it would be necessary to cut off the bottom stiles and rail of the door to clear the carpet.

Do I need a flue liner?

Is it necessary to have a flue liner in a chimney when converting from a coal furnace to a gas furnace? The home in question is 35 years old and the chimney faces the weather side of the house. The plastered walls in both rooms downstairs and up where the chimney is located are badly cracked.

J. M., East Pittsburgh, Pa.

The answer is yes. It would be absolutely necessary to install a flue liner in your existing chimney. If it is your idea to retain the present chimney, then it would be necessary to install a 6-inch diameter flue liner dropping each section in from the top. After this is done, it is recommended that the chimney be thoroughly tuck pointed to completely seal any open joints. Converting to gas without a flue liner in the chimney would cause the chimney to quickly deteriorate.



Build Better in 1955... Use

Lucke Leakproof Tub Hangers on every job.

Unsightly cracks at tub and floor line make for dissatisfied customers. Sell the Hidden Value behind the tub.

Guarantee your customers leak-proof, crack-proof, expense-proof bathtub installations at both floor line and tub edge.

Write for complete literature.

LUCKE Leakproof Tub Hangers

WM. B. LUCKE, INC.

Box 177 Wilmette, Ill.

'TV' WIRING DEVICES for homes, hotels, apartments, schools, etc.



MOSLEY TV Lead-in Wall Socket harmonizes with all electrical wall plates. Supplied with Mating Plug and attractive brown or ivory face plate. Cat. No. F-1PK, List Price, only $1.95.

WALL SOCKETS, PLUGS, CONDUIT, ENTRANCES, SWITCHES, COUPLERS.

Maximum built-in convenience at minimum cost is supplied through use of MOSLEY TV Wiring Materials.

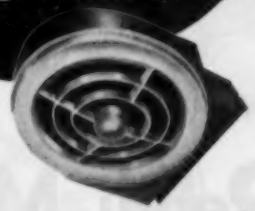
MOSLEY products are "TV Engineered" for dependable performance. They have been the choice of expert Installation Technicians—for years!

MOSLEY TV Wiring Materials are available at Radio and Television Parts Distributors — coast-to-coast. Write for name of nearest supplier, Free Catalog and booklet "How Builders Fit Into The TV Picture".

MOSLEY ELECTRONICS, Inc.

8622 St. Charles Rock Rd., St. Louis 14, Missouri

YOU CAN INSTALL ANY BERNS Air King FAN IN JUST MINUTES AND EVERY ONE IS GUARANTEED FOR 5 YEARS



"CF" SERIES Shallow, 3½" over-all depth, easy mounting in sidewall or ceiling. Aluminum, blower-type pressure blade. Available with 3 speed control and necessary installation fittings. Chrome or White Grill. In models delivering 400 and 525 CFM at end of duct. List prices from **$26.25**

Actual, on-the-job records prove it takes only minutes, once the opening is made, to install any Berns Air King Built-In Ventilating Fan. Combine this man-hour savings with low initial cost and precision engineering that guarantees efficient, trouble-free performance . . . for a savings that's really worthwhile!

Your choice of 21 models with all these features:

- Center grill knob for easy grill removal
- Motor and blade mounted on 1 bracket—removable by loosening wing nuts
- Extra length "Break Off" Bolts to accommodate any wall or ceiling depth
- Exclusive packaging that does not require disassembly of inside or outside housing for installation.
- U.L. and C.S.A. Approval.



"TC" SERIES Low cost plus economical installation for single story homes. Installs through ceiling pressure type blade. 525 CFM or 750 CFM at fan discharge. Chrome or White Grill. Available with 3 Speed Control. List as low as..... **$21.60**



"WF" SERIES Outside hood incorporates shutter. Pressure-type blade. Wall switch controlled operation at a practical price. Available with 3 speed control. Chrome or White Grill. 475 CFM or 600 CFM at Fan Discharge. List price from..... **$27.56**



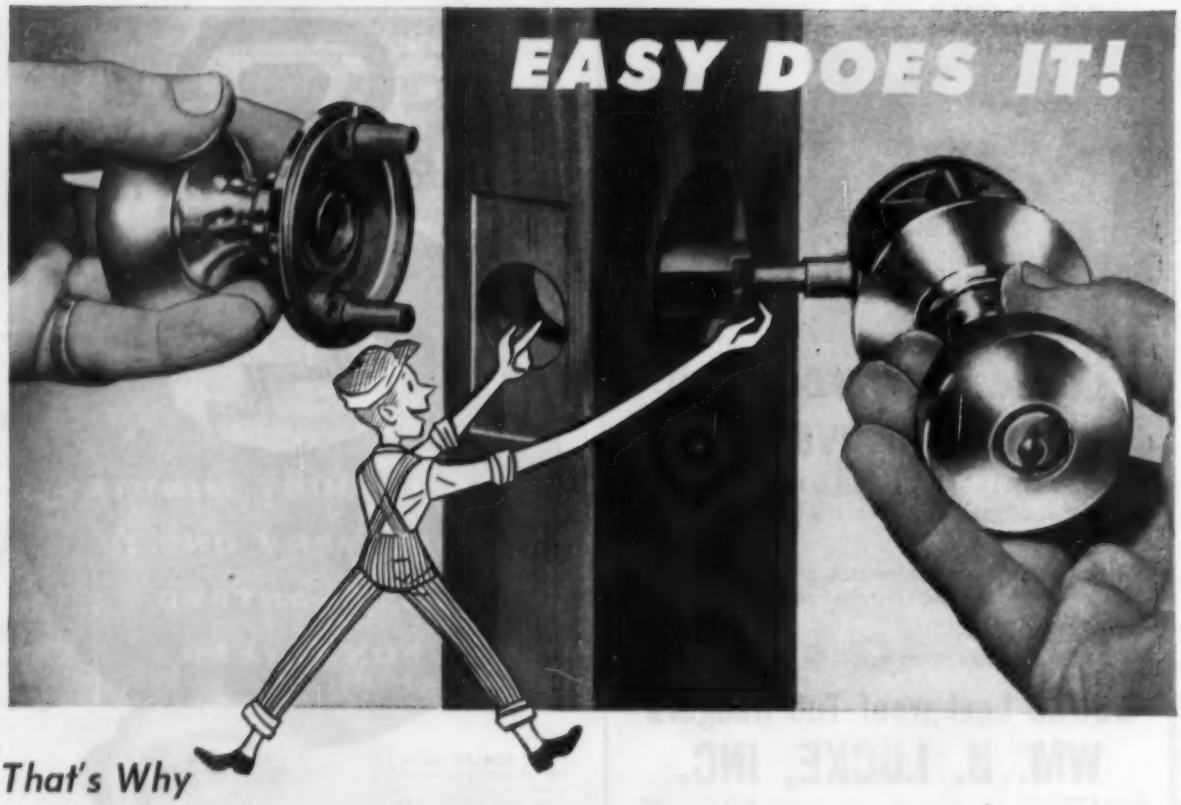
"KF" SERIES models, for pull chain or fully automatic, wall switch controlled operation, provide maximum air delivery. White or Chrome Grills. Wall switch models have motor operated door for greatest efficiency. Pull chain models deliver 590 CFM and 800 CFM. Wall Switch models deliver 800 CFM. List prices from..... **$27.56**

Write for Free Literature To:

BERNS MANUFACTURING CORP.

3050 North Rockwell Street, Chicago 18, Illinois

NAHB SHOW • Conrad Hilton Hotel • BOOTH No. 365



That's Why

Reddi-Mount

The FREE-WHEELING LOCK

IS THE NO. 1 CHOICE OF

International Homes
MINERAL RIDGE, OHIO

REDDI-MOUNT is the only cylindrical lockset of its kind that installs as *one* unit!

Always in perfect alignment

5-pin cylinder • Brass latch

Factory Pre-assembled

Available in solid brass or aluminum trim with concealed screws

Free-wheeling knob spins when locked

Unlocks automatically by turning inside knob

Fully guaranteed

INTERIOR SETS with matching trim for "REDDI-MOUNT" available for passage, closet, bedroom and bathroom doors.

CHESLER

PAT. No. 2,307,110
OTHER PAT. PEND.



This charming home is one of the many models offered to home builders by International Homes of Mineral Ridge, Ohio, manufacturers of quality pre-fabricated homes. The selection of Chesler "REDDI-MOUNT" locksets in each home package is a convincing testimonial to "REDDI-MOUNT'S" speed and ease of installation. "REDDI-MOUNT" is a quality, push-button, trouble-free lock of smart design. Mr. Builder: "REDDI-MOUNT" will do the job for you, too—economically!

J. CHESLER & SONS, INC. • BROOKLYN 37, N. Y. • U.S.A.

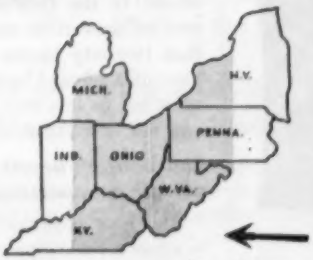


Turn your dreams into PROFITABLE REALITY...

International Homes offers qualified builders a complete package—including one of the fastest-built and fastest-selling homes in the residential sales market.

But—that's not all . . .

With the "Space Saver" package, International includes a land development planning service, a complete financing program with construction financing and attractive, minimum down payment mortgages. No down payment financing available for many areas. Talk to us about the profitable International Homes program. If you come to Chicago . . .



INTERNATIONAL HOMES can give prompt delivery by its own fleet of trucks to this area.

INTERNATIONAL HOMES, INC.
3896 MAHONING AVENUE · YOUNGSTOWN, OHIO

International Homes
MINERAL RIDGE, OHIO

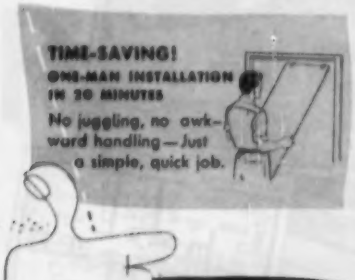
We'll see you at the SHOW
Booth 374, Conrad Hilton Hotel

National Association HOME BUILDERS Annual CONVENTION EXPOSITION January 16-20 1955

or, write us on your business stationery for complete information on these homes, plus help in planning lower-cost, high-appeal homes.

WHY TAKE CHANCES
on installation troubles
and maintenance worries?
Insist on
HAR·VEY
ROLLING DOOR HARDWARE
for all your rolling door needs







Get all the facts, today. Write Dept. 0

AMERICAN SCREEN PRODUCTS CO.

Manufacturers of HOMESHIELD full-frame Aluminum Screens and Storm Sash

Illinois Supreme Court Upholds Neighborhood Redevelopment Law

By John F. McCarthy
Attorney at Law

The twin problems of eradicating present slums and preventing the growth of future slums are among the most critical facing our country. Fortunately, there is an increasing awareness of the existence of these problems, their causes and effects. Public officials on all levels,—national, state and local,—the press, business leaders and their organizations are thinking about, and taking action on, these problems. Their efforts unquestionably will meet with some success.

There have been various types of legislative enactments authorizing agencies and private enterprise to take steps to eradicate slums and conserve areas which are declining but which have not yet decayed. The Supreme Court of the State of Illinois has just approved the constitutionality of certain forward looking legislation concerned with the problem of preventing the growth of future slums. (See *Zisook v Maryland Drexel Neighborhood Redevelopment Corporation*, No. 33233.)

The statute in question is known as The Neighborhood Redevelopment Corporation Law. The Law provides for the organization of corporations for business purposes and for profit just as other companies. They may operate in slum areas or in neighborhoods which are declining but which are not yet slums. In the City of Chicago the area of operations must not be less than two city blocks and not more than 160 acres. Elsewhere, the area must not be less than one city block and not more than 40 acres.

Law confers broad powers to private corporations

The Law requires a corporation to adopt a redevelopment plan for the geographic area in which it will operate and confers on the company broad powers to effectuate that plan. Thus, among other things, the corporation may replat streets, acquire and dispose of property, rehabilitate and demolish buildings and construct, rent and sell new properties. The Act gives the company the right to acquire property by condemnation after the owners of 60 per cent of the area affected have consented to the corporation's redevelopment plan. Under the Law the activities of such corporations are subject to regulation by a commission designated as The Neighborhood Redevelopment Commission.

The particular case referred to was concerned with the application of the Law and the activities of a corporation in a declining neighborhood rather than in a slum area. In sustaining the constitutionality of the Act under those circumstances the Illinois Supreme Court said:

> "It is also contended that the 'line of demarcation between a public and private use in the employment of eminent domain to eliminate slum areas *** must be the elimination rather than the prevention of slums.' But we are aware of no constitutional principle which paralyzes the power of government to deal with an evil until it has reached its maximum development. Nor is there force in the argument that if the use of eminent domain in the prevention of slums is permitted 'every piece of property within the city or State can be condemned to prevent it from becoming a slum.' Legitimate use of governmental power is not prohibited because of the possibility that the power may be abused."

There have been, and will continue to be, many approaches to the solution of the problems of slums and declining neighborhoods by private enterprise. In this connection the success of private enterprise is dependent on the availabilty and ease in obtaining adequate financing. The federal government has attempted to encourage proper financing by providing for the insurance by FHA of mortgage loans in urban renewal areas under Sections 220 and 221 of The Housing Act of 1954. The adequacy of these vehicles will be the subject of next month's article in this column.



THE "BIG PLUS"

That only G-E Home Heating & Cooling Gives You

Houses with G-E Air-Wall Home Heating and Cooling win faster acceptance...produce faster closings...because more of your prospects recognize and have confidence in the G-E name than any other. Surveys prove women are especially sold on G.E. And style-conscious women appreciate the decorator value as well as comfort and convenience of the draft-free G-E Air-Wall system.

G.E. gives you an extra "carry-over", too. Folks have confidence in the quality standards of the builder with the foresight of specifying G-E Home Heating and Cooling.

No other heating and cooling manufacturer can possibly offer you the great "Big Plus" of the famous G-E monogram!

No Matter What Size or Type of Home You Build— G-E Makes the Right Heating and Cooling Unit For It!

Why waste money changing designs to accommodate misfit units...when you can choose the system that's "tailored" for just your layout and for the design and location of your houses. Imagine! G.E. offers you an astonishing number of heating and cooling combinations...4784 of them to be exact ...based on 50 basic G-E units. This gives your G-E dealer the flexibility that enables him to offer the most efficient heating and cooling combination for the least cost to you. You don't have to undersize or oversize, you use the minimum floor space, or, on some models, no floor space at all.

What's more, every unit is backed fully by G.E.'s one-year warranty (5 years on home cooling unit's sealed-in system)...a protection plan that assures you and your customers of complete satisfaction.

Invite your G-E dealer in to see you today to tell you all the G-E "Big Plus" facts. He's listed in the Yellow Pages of your phone book.

See our unique display at the NAHB Show
Booths 98, 99, 100—Conrad Hilton Hotel

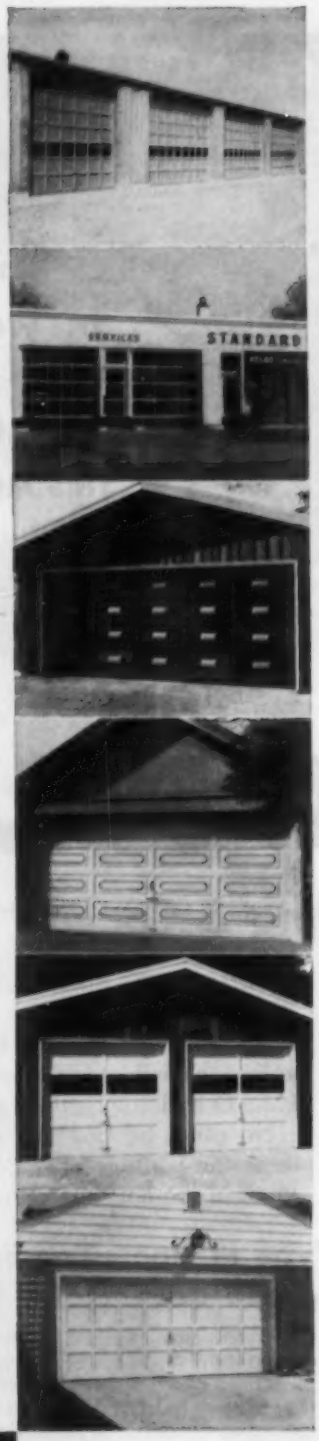
HOME HEATING & COOLING DEPARTMENT
Bloomfield, N. J.

Progress Is Our Most Important Product

GENERAL ELECTRIC



Take a good, long look at ALL the overdoors . . . and you'll see the big difference is in McKee!



SEE US IN BOOTH 391
AT THE CONRAD HILTON
JANUARY 16-20
•
SOME DISTRIBUTORSHIPS AVAILABLE

McKee Door Company
MAIN OFFICE AND FACTORY
110 Hankes Ave. • Aurora, Ill.



Installation of sheathing and insulation to sidewalls is reduced to one operation with the development of a new type of insulation that can be attached easily to 4x8-foot sheathing panels. If builder uses tilt-up system of framing, insulation can be applied to sheathing in same manner

Here's a new way to apply sidewall insulation

A new-type insulation, produced in compressed form, can be expanded to 4 feet by 8 feet, 3 inches and attached quickly and easily to 4x8-foot sheathing panels before panels are nailed to sidewall studs.

Called "Kimsul XR-48" and manufactured by the Kimberly-Clark Corp. of Neenah, Wis., its advantages include speed of installation, non-interference with duct work, framing members and electrical work, rare occurrence of tearing or damage to vapor barrier and non-popping of nails from sheathing because there is no bulky material on the face of the studs.

The insulation is delivered on the job in small cartons where it is stretched to the desired size and stapled to the sheathing as illustrated below.

(*Continued on page 324*)



Sheathing panel looks like this after insulation has been stapled in place

JOHN ZINK

HEATING UNITS

give more value at low cost—

Easy to buy
Easy to install
the best unit for your clients







CENTRAL HEATERS

Forced Air Type — Gas Burners

These compact units require only minimum installation space. Can be set in attic, closet, basement, under the floor, utility room, garage or used as a suspended unit. The unit is complete, no extras to buy. Due to good design and better construction heating and cooling off noises are kept to absolute minimum.

Each heater provides fully automatic and filtered air operation.

All welded combustion chambers are gas tight and provide uniform over-all temperature with no hot spots.

Horizontal models have input ratings of 80,000 Btu/hr. and 110,000 Btu/hr.

Vertical models have input ratings from 65,000 Btu/hr. to 130,000 Btu/hr. in seven sizes.

All models are A.G.A. approved.

WALL HEATERS

The John Zink Radiant Wall Circulator is easy to install. Height 70", width 17½", depth at base 8". Input rating 25,000 Btu/hr. A.G.A. approved.



FLOOR FURNACES

A complete gas fired heating plant A.G.A. approved. Extra heavy construction for longer life, better heat.

Made in five sizes with input ratings from 35,000 Btu/hr. to 85,000 Btu/hr.

Write for Literature and Builders Plan

JOHN ZINK COMPANY

4401 South Peoria **Tulsa 5, Oklahoma**

ADD VALUE to the HOMES YOU SELL

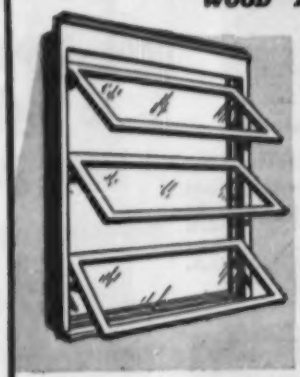


BOOKSTEIN RESIDENCE, Neponsit, L. I., N. Y.—A. DAVIS & SON, Architects

WINDOW WOODCO PRODUCTS

WOODCO E-ZEE Loc PAT

WOOD AWNING WINDOW



NOTHING to ADJUST — NOTHING to GET OUT of ADJUSTMENT

WOODCO's 35 years of fine window manufacturing experience has now produced a window that adds Prestige and Profit to any Home you sell. The added value of the WOODCO name makes selling easier.

WOOD WINDOWS WOMEN WANT

Architects, Dealers and Satisfied Homeowners recognize the WOODCO E-ZEE LOC Wood Awning Window as the Finest Awning Window Made; their fine design, ease of operation and long service life make them a MUST for today's builder who erects and sells a quality home.

Complete Unit on the Job — Save on Installation

- All Factory-Assembled of Selected Kiln-Dried Ponderosa Pine Toxic and Water-Repellent Treated
- Double (Pat. Pend.) Vinyl Weatherstripping
- All Glass Bedded in Glazing Compound
- EASY TO LOCK

Use Them On Your Next Project And Notice The Difference!

SEE YOUR LUMBER DEALER

WRITE or CALL FOR COMPLETE INFORMATION

Permanently Displayed at

WOODCO CORPORATION

A DIVISION OF GENERAL WOODCRAFT CO. Inc. — NORTH BERGEN, N. J.

3590 N.W. 71st STREET MIAMI 47, FLORIDA

ROCKWELL of RANDOLPH, Inc. • Wisc.

(Wholesale Millwork Mfg. Div.)

Sidewall Insulation

(*Continued from page 322*)



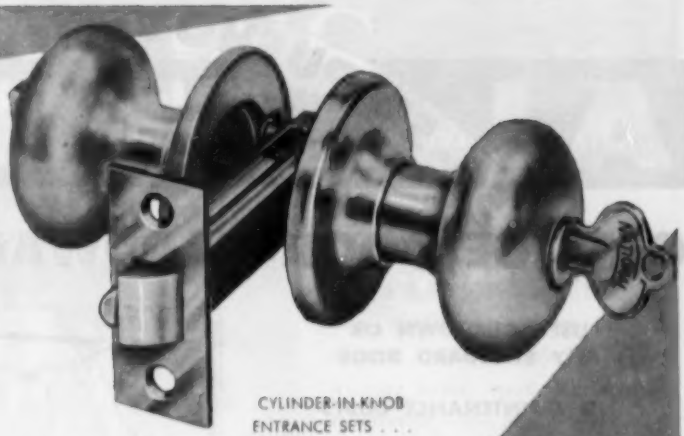
Shipped in compressed form, new-type insulation must be stretched on the job. Two workmen pulling on the ends expand the material to twice its compressed size. Insulation then is folded the long way and stretched again. This process is repeated until the insulation is approximately eight feet, three inches in length. Insulation is stapled flush at the top, ½ inch back from panel edges and overhangs at the bottom. Staples are used only to hold insulation in position until panels can be nailed to sidewall



Sheathing-insulation panel is nailed in the same manner as sheathing without the insulation. Manufacturer says this method of application is much faster than stuffing insulation between studs

E-Z-SET

SELF-ALIGNING
THROUGH-BOLT
LOCK SETS



CYLINDER-IN-KNOB
ENTRANCE SETS . . .
BUTTON-IN-KNOB
CHAMBER
AND BATH SETS

OUR
25TH
YEAR!



E-Zier to install
plus
quality and price
that can't be beat!

At Your Dealer or . . .

WRITE FOR LITERATURE AND PRICES

NATIONAL HARDWARE CORPORATION
OZONE PARK 16,
NEW YORK, N. Y.



Builders!
Put the plus-sell of paneled walls even into low-cost housing! Now it's really practical . . .

AMAZING NEW WAY TO PUT UP PLYWOOD PANELS
—*without nails!*



Important Building Economies— Now, the world's largest plywood organization brings you a revolutionary new concept in building construction. With Weldwood Contact Cement you can put up plywood paneling entirely without nails! Ends nail-setting, puttying and finishing unsightly nail holes. No change in plans needed! No special construction needed. Install plywood panels directly to studs or furring strips.

Add the profitable selling appeal of paneled walls to your new or remodeled construction. Write for detailed information on new Weldwood Contact Cement — the new nail-less way to apply plywood paneling.

New Way to Apply Micarta, etc.

With Weldwood Contact Cement it's easier to apply plastic laminates like Micarta — to kitchen counters, bathroom and powder room surfaces, etc. Bonds equally sure on any base.

Weldwood Contact Cement bonds instantly on contact with only roller pressure. No clamps, no presses! Ready to use. Apply with ordinary brush, spreader, or trowel. In cans and drums, at lumber yards, hardware, paint stores. If dealer isn't yet stocked, write for nearest source of supply.

UNITED STATES PLYWOOD CORP., Dept. 265, 55 West 44th St., New York 36



®TRADE-MARK

WELDWOOD CONTACT CEMENT

50-50 PUSHOVER

ALLITH

GARAGE DOOR HARDWARE

USE YOUR OWN OR ANY STANDARD DOOR

NO MAINTENANCE COSTS

SIMPLIFIED INSTALLATION

ADAPTABLE FOR ANY TYPE GARAGE



ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.

MANUFACTURED BY

ALLITH

PROUTY, INC.

DANVILLE, ILLINOIS



10-Day FREE Trial

How To Make Your Own Furniture

WHY PAY HIGH PRICES FOR FURNITURE?

Make it yourself! Easy-to-follow, step-by-step directions in this big new book show you professional methods and tricks of the trade. Everything you need to know to make attractive, sturdy pieces for every room in the house. Have fun—and save up to 80% of the cost of store-bought articles! Gain a wonderfully relaxing hobby.

HUNDREDS OF PICTURES HELP YOU BUILD

Every job is explained in careful detail. Nearly 400 large, clear drawings show exact working procedure for each step. Professional methods given for setting up shop, choosing tools and equipment, selecting proper varieties of wood, cutting and joining operations, scraping, raising the grain, staining, varnishing, bleaching, toning, antiquing, designing furniture—everything you'll want to know.

This interesting, heavily-illustrated book has nearly two hundred big 8½ x 11 inch pages. It costs only $3.95. You'll save five to ten times this amount on the first piece of furniture you make!

YOU CAN MAKE THESE PIECES

Sconce, Pipe Box, Hanging Bookshelf, Standing Bookshelf, Cutlery Tray, Spice Box, Lamp Rack, Sawbuck Coffee Table, Lamp Table, Trestle, Dining Table, Drop Leaf Table, Dutch Table, Modern Tray Table, Loose-Seat Stool, Five-Board Bench, Joint Stool, Wing Chair, Chaise Lounge, Modern Bedstead, Low-Post Bedstead, Tall-Post Bedstead, Welsh Dresser, Chest of Drawers, Framed Desk, Corner Cupboard, Side Chair and Arm Chair.

AND THESE BUILT-INS, TOO

Recessed Bookshelf Cupboard, Corner Cupboard, Door-Flanking Bookcase, Three-Unit Counter and Cupboard, Closet and Dressing Table Alcove, Corner Seat, Closet—Bunk—Desk, Divan with Drawers, Twin Beds with Bookshelf-Desk, sofa with Bookcase and End Tables, Wall Angle Cabinet, Corner Counter with Drop Table, Bathroom Kitchen or Bar Counter, Double Bunks, Detached or Attached, Cabinet Table for Corner Beds.

MAIL TODAY

Simmons-Boardman Books, Dept. AB-1-55
30 Church St., New York 7, N. Y.

Please send me for a FREE working trial a copy of HOW TO MAKE YOUR OWN FURNITURE. If after 10 days I am not completely delighted, I will return the book and owe nothing. Or, I will keep the book and remit $3.95 plus a few cents for postage and handling in full payment.

Name .....

Street .....

City, State .....

SAVE MONEY! Send $3.95 with your order and we pay postage and handling. Same return privilege guaranteed. Your money refunded if not satisfied.

Letters

many add "Amen" to November tie-in advertising editorial

EDITOR'S NOTE: More than 14,000 reprint copies of this editorial have been furnished to approximately 150 manufacturers and advertising agencies who requested them in quantities ranging from 10 to 500.

. . . courageous and far-sighted . . .

Sir: All I can say is amen and many, many thanks for your courageous and far-sighted editorial on tie-in advertising in the November issue of *American Builder*.

It is high time that builders and dealers realize that they have a sales responsibility in the orderly distribution of building materials. Part of that responsibility is cashing in on national advertising with a well-planned local effort. When we reach the millennium, where everyone in the scale of distribution does his own part, our industry will be serving the public in an intelligent and economical way.

Phil Creden,
Director, Public Relations,
Edward Hines Lumber Co.,
Chicago, Ill.

. . . called a spade a spade . . .

Sir: Congratulations on the mighty fine handling of this tie-in advertising problem. It is certainly about time that someone "laid the cards on the table and called a spade a spade." Our company, for one, certainly appreciates the efforts of *American Builder* in behalf of this particular problem that has been facing all building material manufacturers.

R. E. Olson, Sales Manager,
J. S. Thorn Co.,
Philadelphia, Pa.

. . . sound principle . . .

Sir: Being on the receiving end of a multitude of these nuisance requests, I can heartily endorse the points you have so well brought out. Perhaps this agreement will be less enthusiastic from those on the soliciting end. Nevertheless, and in spite

(*Continued on page 328*)

Since HOPE'S 1818

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH



Residence of Mr. and Mrs. Harry E. Ormston, McLean, Virginia

Designed and Built by Architect Harry E. Ormston

Award Winner

HOPE'S STEEL CASEMENTS were installed in the window-wall areas of Architect Ormston's award-winning home. Ideally suited to the architecture of the building, they will permit easily-controlled ventilation; never warp or bind. Endowed with the strength and rigidity found only in steel, they will provide a lifetime of trouble-free service and require little maintenance.

Write for Catalog 102.

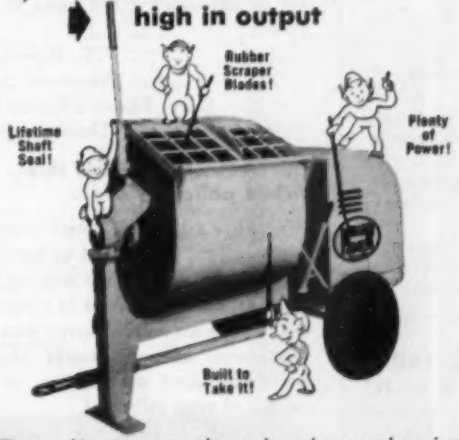
HOPE'S WINDOWS, INC., *Jamestown, N. Y.*

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

MULLER MIXERS

low in price and upkeep

high in output



Over 40 years experience in mixer engineering makes Muller Plaster and Mortar Mixers leaders in their field. Strongly built . . . ample drum and power capacity (electric motor or gasoline engine) . . . 2 to 9 cu. ft. sizes (6′ model shown). Rubber scraper blades . . . life-time shaft seals . . . power throw-out or clutch, except on 2′ size . . . prices $180 upward, FOB Factory. Write for name of nearest dealer.

MULLER MACHINERY COMPANY, INC.

Metuchen 4, N. J. Cable Address MULMIX

YOU CAN START A $40 A DAY BUSINESS IN YOUR SPARE TIME!



Andy Phillips says: "My Belsaw Sharp Smith gives me big profits at low expense—I can run 35 to 40 Circular Saws in an 8-hour day—that makes me $40 cash."

"I also get BIG EXTRA PROFITS . . . up to $4 an hour . . . grinding planer and jointer knives—always a demand for this kind of work."

You can start this REPEAT CASH business in your own home or garage while you are working at your regular job. Easy to operate, no experience needed. "My BELSAW paid for itself the first month."—H. J. Opie

For as little as $15 down payment, you can get your BELSAW SHARP SMITH rushed to you.

FREE Book TELLS HOW

YOU can start making money the very day your BELSAW SHARP SMITH arrives. Earn $4 to $5 an hour in your spare time sharpening saws and knives for contractors, builders, lumber yards, factories . . . hundreds of jobs in your own neighborhood. No extra equipment needed, no canvassing. Send today for your Free copy of "Life-Time Security."

LIFE-TIME SECURITY YOUR OWN BUSINESS

BELSAW MACHINERY CO • 4505-C Field Bldg. • Kansas City 11, Mo.

LEVELALL

. . . "better than any transit!"

"When it comes to accuracy, the Levelall is better than any transit," . . . writes Mr. Richard S. Otto. LEVELALL is a 75′ transparent plastic tube with shut-off valves, mounting brackets and filled with a special anti-freeze liquid . . . a precision leveling instrument for only $12.95. With it, one man can do the work of two men and a transit.

Send today for your *FREE* copy of "On the Level," a booklet that tells and shows how to use the Levelall.

LEVELALL, 83A Webster St., Rockland, Mass.

☐Please send free booklet, "On the Level." ☐Mail me 75′ Deluxe LEVELALL @ $12.95 ☐Regular 50′ model at $9.95 ☐Ship postpaid full price enclosed. ☐Ship C.O.D.

Name _____

Street _____

City _____ Zone _____ State _____



MORE BUILDER FEATURES
MORE Merchandising Value

only Stiglitz INFRA-AIRE

offers you an Insert and a Stack-On Oven built to fit standard wood or steel cabinets now on the market.

offers you an insert oven so perfectly insulated it requires just 1/8" clearance for installation in wood or masonry.

offers you a self-contained control cooking top requiring only 3" depth — allows full use of top drawer space. These units contribute to high appraisal values.

offers you a front-control cooking top that takes just *minutes* to install. Newly developed installation "ears", an exclusive Stiglitz feature, cut costly installation time.

offers you such a wide color range: white or gray porcelain enamel, stainless steel, antique copper, brushed chrome AND a wide variety of colored enamels to match ceramic installations.

See for Yourself—*For the first time, Stiglitz Infra-Aire Built-In Electric Ranges will be on display at the builder's show. Plan now to see them at Booth No. 372, Conrad Hilton Hotel, 3rd Floor.*

N. A. H. B. SHOW
CHICAGO • JAN. 16-20

THE Stiglitz INFRA-AIRE
Built-In ELECTRIC RANGE

THE STIGLITZ CORPORATION, DEPT. A, 2007 PORTLAND AVE., LOUISVILLE, KY.

Please send free literature, specifications and prices on Infra-Aire Electric Ranges.

Name _____ Street _____

City and Zone _____ State _____

Certain Territories Still Open for Live Distributors • Please Note

Letters

(*Continued from page* 326)

of the recent elections, I can't help but feel that there is merit in trying to promote sound principle even though it may not be agreeable to the majority.

T. L. O'Gara,
Vice President and Sales Mgr.,
Weyerhaeuser Sales Co.,
St. Paul, 1, Minn.

"our" cooperative program doesn't work very well

Sir: This editorial comes as somewhat of a surprise to us, and we are a little in doubt as to just what move to make. The reason is that we have a cooperative program whereby we pay 1/3, the jobber pays 1/3 and the dealer pays 1/3 of local newspaper, radio or television advertising.

I must admit that this program does not work very well. We set up a fund based on a percentage of the customer's purchases, and these funds have not been used to any extent, nor have they been used very intelligently when they have been used.

We don't know whether or not to continue with this cooperative program. . . . At any rate, if we quit the program, we certainly will use your editorial as something to lean on in announcing the news to our trade.

F. E. Bissell, Jr.,
Vice President, Sales,
Carr, Adams & Collier Co.,
Dubuque, Iowa

perfect expression of this firm's policy

Sir: This article expresses wonderfully well the policy that we have followed consistently. We believe that your article expresses it in a manner better than we could convey it to our customers, and we would like to have you send us a dozen or 15 copies of your editorial.

R. N. Buckstaff, President,
The Buckstaff Co.,
Oshkosh, Wis.

. . . age old problem . . .

Sir: I wish to particularly congratulate you as well as others responsible for the preparation and appearance of this article and the value it can

(*Continued on page* 330)





LEE O. BISHOP, PRESIDENT
BISHOP CONSTRUCTION CO.
BIRMINGHAM, ALABAMA

Ready Hung DOORS
PAT. NO. 2489039
TD. MK. REG. U.S. PAT. OFF.

"....Ready Hung Doors have eliminated one of the worst headaches I, like most other builders, ever have - getting enough carpenters who can case and hang a door. Now I only have to have one man instead of eight or ten to get the same number of doors hung in the same length of time."

Lee O. Bishop Jr.

ASK YOUR LUMBER DEALER READY HUNG DOORS MADE BY:

BALTIMORE, MD.
Central Building Supply, Inc.
210 E. Monument St.

BIRMINGHAM, ALA.
National Woodworks, Inc.
2301 28th Ave. North

BUFFALO, N. Y.
The Whitmer-Jackson Co., Inc.
367 Hamburg St.

BURBANK, CALIF.
Ready Hung Door Mfg. Co.
200 South Victory Blvd.

CLEVELAND, OHIO
The Whitmer-Jackson Co.
1996 W. 3rd St.

DAYTON, OHIO
Dayton Sash & Door Co.
8 Norwood Ave

DENVER, COLORADO
Prefabricators Incorporated
P. O. Box 5886

GRAND RAPIDS, MICH.
Haskellite Mfg. Corp.
701 Ann St., NW

HOUSTON, TEXAS
Ready Hung Door Mfg. Co.
P. O. Box 136

MARION, INDIANA
General Millwork Corp.
319 E. 2nd St.

NEW YORK, N. Y.
Bailey Whalen Company
17 Park Ave.
W. Orange, N. J.

PITTSBURGH, PENN.
Iron City Sash & Door Co.
36th Street and B&O R.R.

SAN ANTONIO, TEXAS
Ready Hung Door Mfg. Co.
200 Seguin Street

SEATTLE, WASH
Acme Millwork, Inc.
P. O. Box 668
Kirkland, Wash.

SIOUX FALLS, S. DAK.
Jordan Millwork Co.

ST. PAUL, MINNESOTA
Minnesota Wood Specialties, Inc.
P. O. Box 21
Saint Paul Park, Minnesota

TORONTO, CANADA
C. Lloyd & Son Limited
1214 Lawrence St.
N. Park P. O., Ont.

WACO, TEXAS
Frank Stevens Sash & Door Co.
P. O. Box 1690

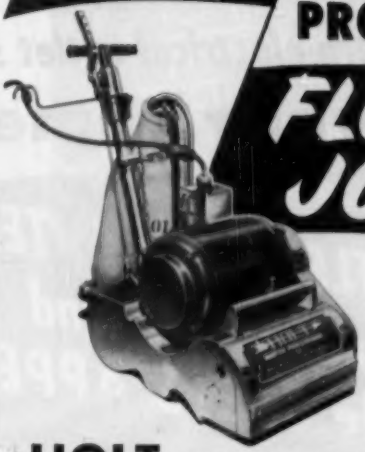


A door and frame packaged unit complete with the door hung and locked and the frame trimmed both sides, ready to install in any rough opening in 20 MINUTES.



READY HUNG DOOR CORP., FORT WORTH, TEXAS

3 Ways TO MORE PROFITABLE FLOOR JOBS



HOLT NMPL12 FLOOR SANDER

with patented demountable cushion that's replaceable in minutes right on job—no long, costly delays when nails rip cushion. Designed and built to eliminate vibration and chatter, so you get smooth floors easily. Double, self-adjusting belts, sure-grip clamps, high-speed cutting keeps jobs rolling, enable you to sand more floor daily.

HOLT Rotary Edgers *for quick, easy sanding of edges, corners, stairs, closets, etc. Two-hand front and back controls permit fast starts and stops, improve control on close work.*





HOLT Floor Machines *put a sheen on floors that wins friends and extra business. Use for waxing, polishing, scrubbing, rug shampooing, steel wooling.*

Take the HOLT way to more profitable floor jobs—mail coupon TODAY.

HOLT MANUFACTURING COMPANY

Better floor machines for more than 25 years 12

669 - 20th St. • Oakland 12, Calif. or 272 Badger Ave., Newark, N.J.

HOLT MFG. CO.
Room B-1, 669 - 20th St., Oakland 12, Calif. or 272 Badger Ave., Newark, N. J.

Please send me folders describing HOLT's exclusive, new features.

NAME _____ POSITION _____

FIRM _____

ADDRESS _____

Install Plugmold

the modern electrical outlet system

in your homes

OUTLETS UNLIMITED add VALUE and visible SALES APPEAL!



Plugmold costs less . . . is easier and faster to install

There are 4 or 5 times as many electrical appliances in homes today as there were a few years ago. That's why the house with plenty of outlets *rates higher with buyers.* Plugmold provides a continuous run of outlets, every 60", 30" or closer, all around the house . . . all around any room . . . or any part of a room.

Plugmold is the perfect answer to the builder's problem of upgrading his homes *economically* . . . homeowners have plenty of electrical outlets at their fingertips for every need—builders get more money for their homes, and sell them faster.



All around a room



Any part of a room

The WIREMOLD Company
HARTFORD 10, CONNECTICUT

Makers of Wiremold Surface Raceways, Pancake Overfloor Raceways, Wiremold Fluorescent Units

Letters

(*Continued from page* 328)

serve to all manufacturers in circumventing the age old problem of having the "bite" placed upon us by our dealers and distributors from time to time.

A. A. Meyers, Adv. Mgr.,
Milwaukee Electric Tool Corp.,
Milwaukee, 8, Wis.

. . . economic problem for the manufacturer and distributor . .

Sir: I am delighted to see a publication of the influence and distribution enjoyed by *American Builder* bringing up this proposition. Official publications of the various home builders associations, talking houses, parades of homes and other promotions are becoming so numerous and widespread that they have become an economic problem for the manufacturer and distributor.

Al Quinn,
Director of Advertising,
Wm. Cameron & Co., Inc.,
Waco, Texas

. . . badly needed for some time . . .

Sir: I wish to compliment you and your magazine for the "Let's get tie-in advertising straightened out" editorial.

This editorial has been badly needed for some time in our industry, and is very well taken and written for such a delicate and touchy subject. I would appreciate it very much if you would send me 50 copies of this editorial.

Alec Dardick, Sales Manager,
Bianco Manufacturing Co.,
St. Louis, 4, Mo.

Sir: This is often a painful subject and you are to be congratulated on your firm, straight-forward handling of it.

R. W. Gane, Adv. Mgr.,
Hope's Windows, Inc.,
Jamestown, N. Y.

Sir: To say the subject is "hot" is the prime understatement of the year 1954. Just recently I had to travel some miles to visit an important customer to convince him he

(*Continued on page* 332)

AMENDED

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

American Builder published monthly at Bristol, Connecticut for January, 1955

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, C. J. Wageman—Simmons-Boardman Publishing Corp., 79 West Monroe St., Chicago 3, Ill.; Editor, E. G. Gavin, 79 West Monroe St., Chicago 3, Ill.; Managing editor, L. E. Arent, 79 West Monroe St., Chicago 3, Ill.; Business manager, F. A. Clark, 79 West Monroe St., Chicago 3, Ill.

2. The owners are: Simmons-Boardman Publishing Corp., 30 Church St., New York 7, N.Y. Stockholders of one percent or more, James G. and Louise Lyne, 30 Church St., New York 7, N.Y., Arthur J. McGinnis, 30 Church St., New York 7, N.Y., Conrad J. and Florence Wageman, 79 West Monroe St., Chicago 3, Ill., Joseph S. and Clarice Crane, 30 Church St., New York 7, New York, Frederick A. and Artimese B. Clark, 79 West Monroe St., Chicago 3, Ill., Samuel O. and Carrie E. Dunn, 79 West Monroe St., Chicago 3, Ill., Edward G. & Elizabeth Gavin, 79 West Monroe St., Chicago 3, Ill., Joseph or Katherine Sanders, 2909 Maple Ave., Dallas 4, Texas, John R. Thompson and Kathe Thompson, 79 West Monroe St., Chicago 3, Ill., Mae E. Howson, 6922 Paxton Ave., Chicago, Ill., Ella L. Mills and Catherine S. Mills, Westfield, N. J., Ruth Wheaton Johnson, 1615 Ravenna Blvd., Seattle 5, Wash., William E. Russell as Trustee L/W/T of Ida R. Simmons F/B/O, Mrs. E. S. Fenton, c/o Russell and Russell, 41 East 42nd St., New York 17, N.Y., J. Streicher & Co., 2 Rector St., New York, N.Y., Partners of J. Streicher & Co. are: Joseph Streicher, Jack L. Streicher, Ethel Streicher, Judson Streicher all of 2 Rector St., New York, N.Y., J. V. McManus, 39 Broadway, New York, N.Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

FRED A. CLARK, Business Manager

Sworn to and subscribed before me this 15th day of November, 1954.

(SEAL) RALPH E. WESTERMAN, Notary Public
(My commission expires February 3, 1957.)

HOW TO PROTECT THE HOMES YOU BUILD FOR LIFE . . . against the DESTRUCTIVE DANGERS of CONDENSATION and DAMPNESS!



In just a few minutes, at negligible cost, you can install Midget Louvers on soffits, gable ends, dormers, eaves or you face the menace of moisture. These inexpensive all-aluminum ventilating units are your fastest, cheapest, surest *permanent protection*. They will prevent the accumulation of heat and condensation . . . virtually eliminate paint blistering . . . combat rot . . . maintain the efficiency of insulation. Made in 7 sizes (1" to 6") and 2 styles (with and without rain deflectors — both with insect screens).

Quick and easy to install. Just drill a hole and push in place. No nails or screws needed.

WRITE for full information.

"A House That Breathes is a Better House"
The aluminum louver is the original louver.
Don't accept "second best" substitutes!

MIDGET LOUVER CO.
6 WALL STREET • NORWALK, CONN.

The EXTRA FEATURES you get in *Service-Master*
make it your best service body buy



"FREEZE-FREE" HINGES
Bronze bushings are provided in door hinges to positively prevent binding.

CONCEALED FENDERS
Dirt, sludge, and water—thrown by the tires—can't reach compartment walls.

"HIGH-LOW" FLOOR
Provides added strength—easier handling of heavy loads.

"NO-BOUNCE" BINS
The hinged cover keeps parts in the bins, and provides an extra storage shelf.

"PUDDLE-PROOF" CARGO AREA
A full-width floor drain is built into the head panel.

Service-Master's competent look helps sell your service . . . reflects your discriminating taste.

Send for this FREE BOOKLET describing all the extra features you get in Service-Master.



Compare Service-Master . . . feature by feature . . . with any other make. See why Service-Master is the first choice of servicemen in all parts of the country.

Available in ½, ¾, 1, and 1½ ton sizes.

McCABE-POWERS AUTO BODY CO. POWERS
5900 NO. BROADWAY • ST. LOUIS 15, MO.

Send me the Service-Master "EXTRA FEATURES" booklet . . . and have nearest distributor furnish me local delivered prices.

Name_____
Company_____
Address_____
City_____ Zone_____ State_____
1A

BUILT TO OUTLAST SEVERAL CHASSIS

Simplicity...

the keynote of **MODERN** *design*



MORRISON

Roly-Door

steel sectional garage doors

TODAY'S HOME BUYERS are looking for the kind of clean, functional simplicity you find in Morrison Roly-Doors.

SMART LOOKING, blending smoothly with all types of architecture, they bring the garage into proper perspective with the rest of the house.

BONDERIZED ALL-STEEL CONSTRUCTION provides durable, lasting beauty in a modern, weatherproof garage door that won't rot, warp, sag or absorb moisture.

SMOOTH, SAFE, SILENT, EFFORTLESS OPERATION is a sales-clincher for every prospect who raises and lowers a Roly-Door.

LOW INSTALLED COST, you can install Roly-Doors on your homes for the same price as ordinary garage doors.

OVER 100 STANDARD SIZES, there's a Roly-Door for every size and type home.

WRITE
for complete details

See why better builders everywhere are using Morrison Roly-Doors.

Roly-Door Division, Morrison Steel Products, Inc.
644 Amherst Street, Buffalo 7, New York

Send us complete information on Roly-Doors and the name of the nearest Roly-Door Distributor.

Name ..... Title .....

Firm Name .....

Street Address .....

City ..... Zone ..... State .....

In Canada, Roly-Door Distributors, Ltd., 1330 Bloor Street, W., Toronto 4

Also manufacturers of MOR-SUN WARM AIR FURNACES and MORRISON SERVICE BODIES

Your Roly-Door Distributor also has a complete line of Roly-Doors for all commercial and industrial applications. Ask about them today.

Letters

(*Continued from page* 330)

had no right to a special "hand out." Take a bow, because that November editorial helped me more than you'll know.

Philip A. Fuss,
Craftwood Products Co.,
Belleville, 9, N. J.

Sir: Your editors have chosen a subject that desperately needs open discussion and have covered it in such a forthright and honest fashion that it is bound to have really beneficial effects.

E. M. Dowling, Adv. Mgr.,
Alsynite Company of America,
San Diego, 9, Calif.

more Jubilee issue bouquets

predictions for the future "very stimulating"

Sir: We want you to know that your historical presentation of home building is most interesting, especially to some of us old timers, and we also find your predictions for the future very stimulating indeed.

Donald Wilson,
Andersen Corp.,
Bayport, Minn.

. . . "authoritative and enlightening" . . .

Sir: . . . "This issue is one of the best you have ever published. It is authoritative and enlightening and an extremely worthwhile edition."

Norman F. Goldblatt,
Goldblatt Tool Company,
Kansas City, 8, Mo.

either "ultra-futuristic" or "ultra-conservative"

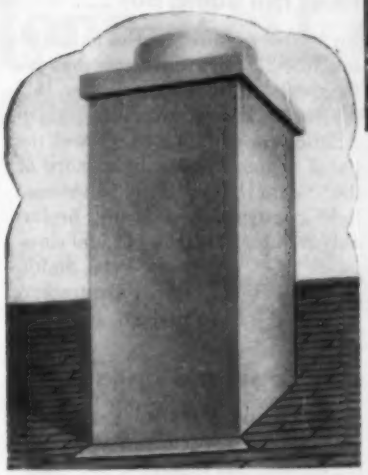
Sir: It looks very much as if it (75th Anniversary issue) is quite complete, and, as far as I know, probably the only treatise of the type showing the evolution in the building industry and its related products.

As to your forecast for the year 1979 it could, of course, be ultra-futuristic, or, in the light of the amazing changes in all industries during the past 75 years, it could be ultra-conservative.

(*Continued on page* 334)

All the Advantages of Vitroliner *with a* BIG PLUS





Vitroliner Chimneys are now available in a brick design with a choice of colors, RED or BUFF, and in a solid neutral flat GREY.

These new features do not in any way change Vitroliner's basic design, quality of construction or tailor-made features.

The brick design is applied at the factory by a special process and looks like real brick. The color finish protects the metal housing.

The standard chimneys are furnished with a neutral grey rust proofing finish on the Housing. This grey housing with the grey porcelain top (formerly green) gives the entire outdoor portion of the chimney a beautiful, striking appearance and blends with all roof colors. If desired, the housing can be painted any other color on the job.

Write for circular today

CONDENSATION ENGINEERING CORPORATION
3511 W. POTOMAC AVE., CHICAGO 51, ILL.

IVES
BUILDERS HARDWARE

BUILDERS HARDWARE

for the EXTRA QUALITY touch!

"A FEW OF THE MANY ITEMS IN THE IVES LINE OF BUILDERS HARDWARE"

DOUBLE HUNG WINDOW HARDWARE

07 SASH LOCK

0 VENTILATING LOCK

154 FLUSH LIFT

108 "WEATHER-TITE" SASH LOCK

026 BAR LIFT

22 FLUSH LIFT

SPECIALTIES

524 KNOB

340 ADJUSTITE Junior

137 PULL

82 TRANSOM CHAIN

80 TRANSOM CATCH

530 CUPBOARD TURN

375 BLIND HOLDBACK

CASEMENT WINDOW HARDWARE

287 ADJUSTER

68 FASTENER

388 OPERATOR

350 ADJUSTITE "AUTOMATIC TOP CLOSER"

19 FASTENER

391 ANGLE DRIVE OPERATOR

DOOR HARDWARE

480 CHAIN GUARD

48 MORTISE BOLT

626 LETTER BOX PLATE

470 HOUSE NUMBERS 54

61 436 DOOR STOPS

257 EXTENSION FLUSH BOLT

752 KNOCKER

410 PULL

43 6" BOLT

630 MAIL BOX

"ORDER from your Wholesaler"

THE H. B. IVES COMPANY . . NEW HAVEN, CONN.

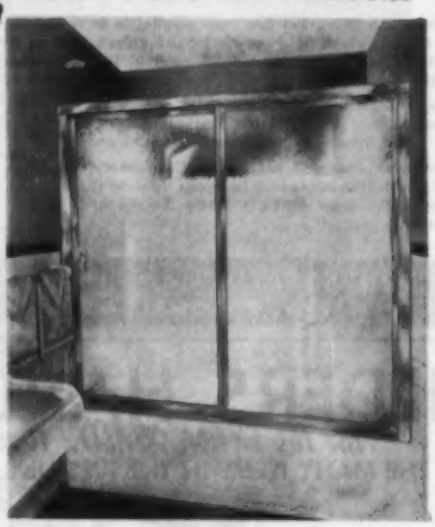
Famous Beauti-Dor TUB ENCLOSURE at a NEW LOW PRICE!

Same Fine Quality All Glass and Aluminum

NATIONALLY ADVERTISED AT $69.95* LIST 4½ FT. SIZE

$46.90* DEALER'S PRICE

SPECIAL PRICE TO BUILDERS



NO OTHER BATHROOM ACCESSORY ADDS SO MUCH—YET COSTS SO LITTLE!

Now — with this sensational new low price — every home you plan, build or modernize can have the BEAUTI-DOR, America's biggest selling Tub Enclosure!

Feature this nationally advertised leader in all of your homes. Let BEAUTI-DOR dramatize your bathrooms. Find out how this inexpensive custom touch will pay you well in home sales. Write today or see us at the NAHB Show!

BUILDERS! OFFER THESE FEATURES

- A custom designed latest style bathroom.
- The convenience and economy of a tub and shower stall in one!
- More comfort. BEAUTI-DOR is draft-free!
- More leisure time. BEAUTI-DOR is splash-tight — no pools of water to mop — no curtain to launder or replace!
- A product of Quality. Nationally advertised in House Beautiful Magazine and other leading National magazines — BEAUTI-DOR is the name your prospects will know!

DEALERS! OFFER TOP QUALITY

- Easiest installation! BEAUTI-DOR is shipped in one carton — COMPLETELY ASSEMBLED AND GLAZED!
- Remove BEAUTI-DOR from the carton and install in 30 minutes or less!
- Heavy, thick Aluminum — highly polished, heat-treated, rust-proofed!
- Thick 7/32" glass set in rubber-tight channels. Exclusive translucent pattern.
- Panels roll on double overhead cadmium plated ball-bearing rollers—open or close at the touch of a feather!
- Height overall 59¼". Shpg. wt. 95 lbs.

P.S. You haven't seen anything until you see the terrific BEAUTI-DOR ADJUSTABLE SHOWER DOOR — IT'S AMAZING!

*Prices slightly higher west of the Rockies.

Manufactured by
SHOWER ENCLOSURES, INC.
1227 W. Devon Ave. Chicago 40, Ill. Dept. AB
"Beauti-Dor" is sold only through Distributors.

SEE **Beauti-Dor** IN BOOTH **477** AT THE NAHB OR WRITE—

SHOWER ENCLOSURES, INC.
1227 W. Devon, Chicago 40, Illinois Dept. AB.

Please rush me the BEAUTI-DOR story, without obligation, and all details of America's Leading Tub Enclosure and Shower Doors.

I am a.....Builder.....Architect.....Dealer.

Name.....

Company.....

Street.....

City.....State.....

Letters

(*Continued from page 332*)

At any rate, we hope that your predictions will be correct, so that in the year 1979 you can write another resume article and with justifiable pride state, "I told you so."

C. T. Pfirrmann, Adv. Mgr.,
The Williamson Heater Co.,
Cincinnati, Ohio

likes the book, but . . .

Sir: After my first year of subscribing to AB I can only say that it's the best "deal" I ever made. If I may make a suggestion—how about a little less of "Lu-Re-Co" and the panel systems, and a little more of the "Steam Driven"!!! old fashioned light construction methods, preferably in the $10,000 to $12,000 class.

Peter Smith,
Carpenter & Builder Contractor,
Staten Island, 14, N. Y.

service with a smile

Sir: Recently I mailed an inquiry to "Ask the Experts" column seeking information relative to the "holding power" of the various types and sizes of nails. Your office kindly advised me that a copy of my letter had been sent to the Independent Nail and Packing Company and mentioned that I would receive a reply from them.

I have just received copies of the most complete information from the Independent Nail and Packing Company that I could ever have hoped to possess.

Please accept my sincere thanks.

William Stewart,
Engineer and Builder,
Ontario, Canada

Sept. editorial missed one very important point

Sir: I just read your editorial in the September 1954 issue of *American Builder*. I like it very much. You gave many reasons for having National Home Week, and I agree with you and John Dickerman that the most important object is to sell home ownership to the American public.

However, in your editorial you missed just one very important point that you could have expressed as a

(*Continued on page 336*)

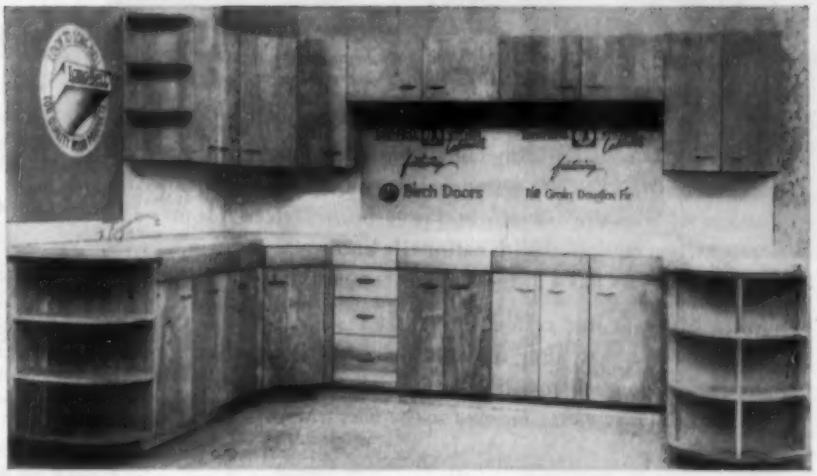


for new construction or remodeling . . .

LONG-BELL KITCHEN CABINETS MEET YOUR SPECIFICATIONS!

Long-Bell BIRCH DOORS —rich, beautiful grain for natural finishing—even-textured for painting.

Rift Grain DOUGLAS FIR Cabinets—smart, conservative grain pattern for natural finishing, staining or painting.



Your choice of these "top popularity" cabinets! Now, Long-Bell offers, along with popular rift grain Douglas Fir Kitchen Cabinets, a new line with Hardwood fronts featuring the new L-B Birch doors. These Birch doors are of solid core construction of special L-B design to make the best cabinet door offered anywhere.

You get these EXCLUSIVE advantages with Long-Bell Kitchen Cabinets!

Builders and contractors recommend the compact design of Long-Bell Kitchen Cabinets. It permits quick installation—saves costly labor time.

Architects specify them because Long-Bell Kitchen Cabinets are engineered on a 3" module for easy planning—easy adaptability to countless arrangements in new construction or remodeling.

Lumber dealers profit from increased sales—because Long-Bell Kitchen Cabinets are preferred not only for new building, but also, for remodeling. And, new units may be added at any time—leading to *repeat business*—more profits.

Come visit Long-Bell at the N.A.H.B. Convention

Booth No. 561-562 Sherman Hotel Chicago, Illinois
January 16 through January 20

Also, see displays of Long-Bell Kitchen Cabinets at the many other Lumbermen's Conventions this year.

The Long-Bell Lumber Company

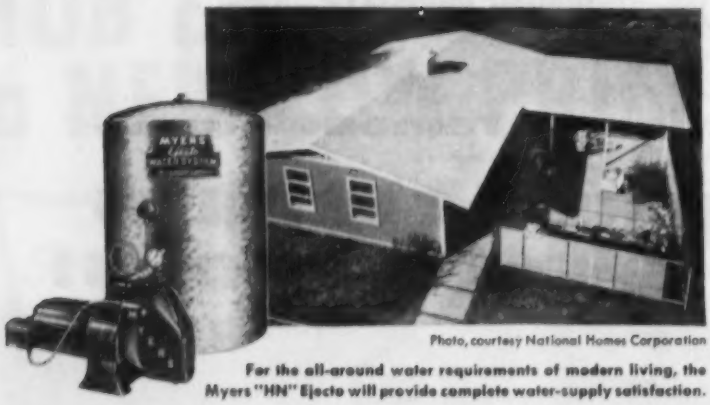
Established 1875 — Kansas City 6, Mo.

DIVISIONAL OFFICES

EASTERN DIVISION — KANSAS CITY, MO. WESTERN DIVISION — LONGVIEW, WASH.

MYERS WATER SYSTEMS

the right price and size for *your* market



Photo, courtesy National Homes Corporation

For the all-around water requirements of modern living, the Myers "HN" Ejecto will provide complete water-supply satisfaction.

Whether you're building small-budget homes or suburban estates beyond the city water mains, you can afford to choose a Myers with all the capacity and pressure you need. Homes sell faster when equipped with nationally known, brand-name products, and Myers has a long-standing reputation for high quality.

Every Myers water system is factory tested and fully guaranteed for one year after installation. This is one more point that helps you sell prospective homeowners who are buying beyond the city water mains for the first time.

Write today for a free catalog showing the full line of Myers Water Systems and the name of the nearest Myers distributor.



Photo, courtesy Permu-Stone Company

The Myers Submersible will deliver quiet, fully automatic service where plenty of water and "plus-pressure" are desired.

Myers WATER SYSTEMS
POWER SPRAYERS AND WATER SOFTENERS

Myers

The F. E. Myers & Bro. Co., Dept. AB-1, Ashland, Ohio

Letters

(*Continued from page* 334)

vital reason Americans should own their own homes. It even comes ahead of comfort and convenience. It is peace of mind. If every American family today owned their own home clear of debt, we would have very much less reason to fear Communism because home owners are, in a sense, capitalists in their own right, and no communist government could long have a foothold among millions of small capitalists like home owners. That threat of communism alleviated from the minds of the citizens and public officials today would give a big contribution toward peace of mind.

C. E. Horner,
Horner Real Estate Co.,
Pittsburgh, Pa.

October issue complimented

Sir: My compliments for an excellent issue as of October 1954. Please continue *New Products* and *Young Builders Swap Ideas*, or its equivalent.

L. B. McCoy, Designer,
San Antonio, 1, Texas

Sir: I liked the October issue of *American Builder* and especially liked the plans for the *Modular Dimensional* unit on *page 164*. If I knew the address of the architect, I would start building this model in the next few days.

John J. Word, Realtor,
Palestine, Texas

EDITOR'S NOTE: The architect, K. Roderick O'Neal, A.I.A., is located at 30 S. Dearborn St., Chicago, Ill.

takes exception to Nov. "Asks the Experts" item

Sir: I disagree with the comment on diagonal subfloors in your *Ask the Experts* section on *page 142* of your November, 1954, issue.

With the rough floor laid at right angles to the joists, the finished floor must be laid parallel, as otherwise with the difference in face width, some joints are bound to coincide.

(*Continued on page 338*)



ONE MAN HANGS 50 DOORS IN ONE DAY WITH MASTER DOOR JIG*

The Master Door Jig is as simple to use as an adjustable mitre box. Weighs only 35 lbs. Fits in box 6" x 12" x 33". Can be used on the job or in the mill. Sets up in a matter of seconds. Send for literature explaining how you can save 75% on your door installations with Master Door Jig.

THE Z & K TOOL COMPANY
407 SAND HILL ROAD, LEBANON, PA.
* Covered by Pat. & Pat. Pending.

COST CUTTER

LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miters, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION



POOTATUCK CORP.
SAMMIS PLACE
STRATFORD, CONN



$2.50 postage paid

Goldblatt

Aluminum Cartwheel
joint raker

When specifications call for raked mortar joints, use this tool. Exclusive with us! Bridges joints with smooth-rolling steel wheels and scrapes out mortar to desired depth with ordinary nail, adjusted and held tight with thumb screw. Comfortable aluminum handle is also small jointer. Order No. 9W—7" long, 2½" wide. Send check or money order. We pay the postage!

GOLDBLATT TOOL COMPANY, Dept. A1
1912 Walnut, Kansas City 8, Mo.

1056 tools

FREE TOOL CATALOG—1056 tools for trowel craftsmen. 100-page illustrated book. Send name on postcard.

IT'S EASIER TO DO A BETTER JOB WITH
NICHOLLS QUALITY TOOLS



Balanced design, and superior workmanship of Nicholls TROWELS, FLOATS, CEMENT TOOLS, DARBIES and HAWKS make them the "quality tools" of the trade.

ASK YOUR DEALER FOR
NICHOLLS TOOLS

You Can't Buy a Better Tool!

NICHOLLS MANUFACTURING COMPANY
OTTUMWA, IOWA

MAKE YOUR HOMES EASY TO SELL!

THERMADOR
BILT-IN
Electric Ranges

- waist-level ovens
- extra storage space
- cooler, cleaner, safer
- 12 cooking tops from 12½" to 45" length
- cooking tops with Duo-Cook or middle griddle
- warming drawer or secondary oven
- handsome lifetime stainless steel



FOR CONVENIENCE—

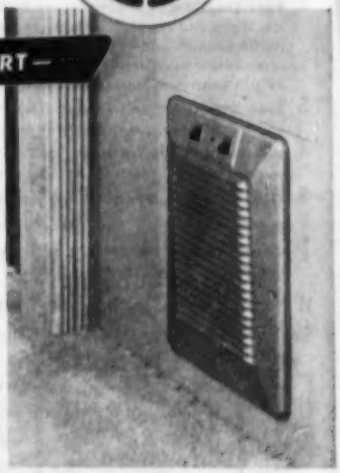
NEW! Ask about the **Thermador ventilating fan!**
9" and 11" models.



FOR COMFORT—

THERMADOR
WALL-TYPE
Room Heaters

- easy installation
- room-by-room control
- top switches, indicator lights
- automatic thermostats
- no flues or ducts
- fit between standard studs
- a heater for every size room
- stainless steel bathroom models



Send coupon today for complete information

THERMADOR ELECTRICAL MANUFACTURING CO.
Division of Norris-Thermador Corporation
5119 District Boulevard, Los Angeles 22, California

AM-155

Thermador Electrical Manufacturing Company
Division of Norris-Thermador Corporation
5119 District Boulevard, Los Angeles 22, California

Please send me illustrated literature on:

☐ Bilt-in Ranges
☐ Bilt-in Heaters
☐ Ventilating Fan

Name_____
Address_____
City_____ Zone____ State_____

3-972A

The WADSWORTH PROFIT PACKAGE Shows Builders HOW TO MAKE MORE MONEY FASTER

Hundreds of builders, small operators to huge project developers, attest that the Wadsworth Modular Method ups their profits, speeds turnover, saves labor and purchasing headaches and delivers top value to the buyer



BOOTH 327 NAHB SHOW

See for Yourself

1. **Lumber in New King-Size Modular Units,** ready to fit up and nail together. Precision assembled, scores of extra-strength, extra-quality features built in. Best-for-purpose lumber, fine hardware and name-brand materials throughout. Choice of many door and window types, exterior treatments, all sorts of details, just as you or customer wish.
2. **Fast Erection.** Complete house trucked to site when you specify. Enclosed in one day, roof on, doors and windows locked, interior sections and materials in garage. Ready for sale in one week, your capital freed quickly!
3. **Free Plan Service.** Unlimited selection of existing plans or "roll your own."
4. **Year-Round Operation.** Enables you to work profitably despite adverse weather.
5. **FHA-VA Acceptance** fully established.
6. **Ready Financing** available everywhere.
7. **Advertising and Merchandising Aids** that WORK to sell houses for you!

With these 4 "building blocks" you can build **ANY** *plan better at less cost:*



Wadsworth
GUARANTEED MODULAR BUILDING UNITS
"KING-SIZE LUMBER" in Modular Units

WADSWORTH, INC.
2949 Chrysler Road, Kansas City 15, Kansas

Letters

(*Continued from page* 336)

This would make it difficult, if not impossible, to provide sound nailing.

With the rough floor laid diagonally the finished floor can be laid parallel to the joists if desired, though a floor laid at right angles to the joists is preferable.

C. H. Conroy, Chief Engineer,
Department of Public Works,
St. John's, New Foundland

a boost from across the shore

Sir: Copies of your publication occasionally come into my hands, and I have found them to be full of interesting features and comments. Do you know if it is possible to enter a subscription from this country?

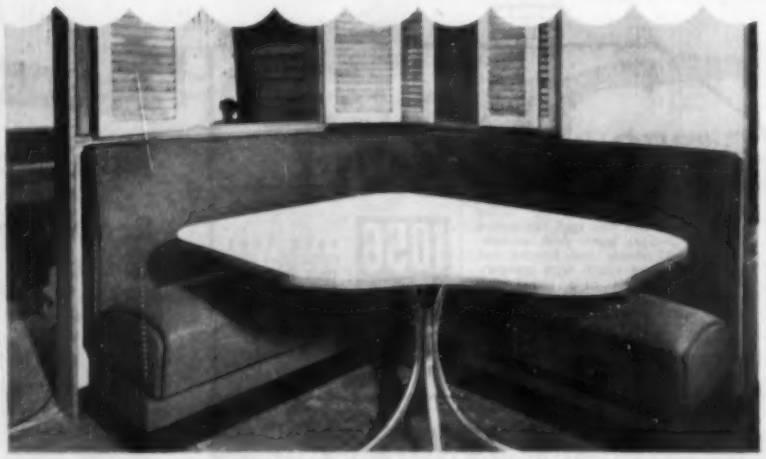
H. T. Galvin, F.I.A.S.
Chippenham, Wiltshire, England

Editor's Note: You can be sure this gentleman will get American Builder.



Get down to bed rock on Business Management

Best way to do it is to make a careful study of the devices and procedures for cost control that are working successfully for others. Next month, February, *American Builder* analyzes for you Harold Dato's system for controlling labor costs in project work in Illinois . . . *In March, we take you inside the shop of Harold E. Parker, a builder of subdivisions in northern California, who has systematized his operation so that he can tell from week to week exactly where he stands on production and costs. Parker's formula will help you improve your own.*



See . . The *newest* styles . . . the *biggest* values in famous KITCHEN HOSTESS BREAKFAST NOOKS. New, arresting open floor plans.

Hear . . how some of our larger builders rely on KITCHEN HOSTESS NOOKS for *easier* sales and *longer* profits.

Learn . . how BIANCO planning service can help you.

Visit . . BIANCO BOOTH No. 556. Hotel Sherman NAHB Show—Jan. 16-20.

Bianco
Member of N.A.H.B.
MANUFACTURING COMPANY

2734 Victor Street, St. Louis 4, Mo.
other factories in Baltimore & Fort Worth

BECAUSE BABY NEEDS NEW SHOES





● Why do successful contractors want to be *more* successful? For many reasons. Prestige... money... security for themselves or their families.

We know, because most of our subscribers are men who want to be *more* successful.

That's why they hire the Dodge organization. ("Hire" is the right word. By subscribing to Dodge Reports, they get, right in their local areas, the personal services of many of the 1,000 skilled Dodge trained investigators at an astoundingly low cost.)

The Dodge organization takes over the vital chore that it's best suited for—that of digging up leads on new construction jobs, getting the facts on everything that's important... who's going to build *what*, *where* and *when*.

The contractor, meanwhile, is doing the job *he's* best suited for—building. He can devote all his time to it, concentrate all his energies on it.

When he has Dodge Reports coming in every morning he'll have on his desk all the jobs he wants to bid on... of exactly the kind he likes, because Dodge service is *selective*. You can get Dodge Reports for just your own local area, or for any other part, or all, of the 37 states east of the Rockies.

That's the way contractors who *want* to be more successful, start *being* more successful. If you're interested, we'll be glad to show you some typical Dodge Reports on jobs right in your own territory. Just write to our Department AB-155. And today is the best time.



Write today for book. No obligation.

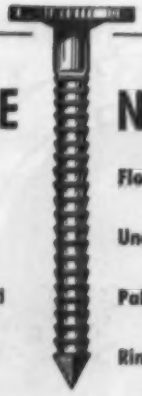
DODGE REPORTS

TAKE THE FIRST STEP IN EVERY SALE

Dept. AB-155, 119 W. 40th St., New York 18, N.Y.

Timely, accurate construction news service East of the Rockies

F.W. DODGE CORPORATION



MAZE NAILS

Roofing	Flooring
Siding	Underlayment
Lead Head	Pallet
Screw	Ring Shank

Write for Samples

W. H. MAZE CO.

PERU, ILLINOIS

Est. 1848

"Producers of better nails for the better application of siding and roofing"



Ozone Park housing project near New Britain, Conn.

Set of Symons Forms Used 700 Times

Kozikowski Bros. Builders, New Britain, Conn., used this set of Symons Forms every day and the plywood did not have to be reversed. They were used on one housing project . . . there was no trucking—only hand moving . . . they were used by the same crew, and one of the Kozikowski brothers was job superintendent. No one used a wrecking bar for stripping. Every day usage avoided drying out and the use of Ready-Mix Concrete saved wear and tear.

Symons Forms are available on a 60-day Rental-Purchase plan.

WANT MORE FACTS ON SYMONS FORMS?

Attach this to your letterhead, sign your name and mail to us immediately.

Symons

SYMONS CLAMP & MFG. CO.

4261 Diversey Ave., Dept. A5, Chicago 39, Ill.

Jury of Builders . . .

Helped develop new Uni-Bilt fireplace-chimney

- Reversing normal procedure for product development, manufacturer followed judgment and suggestions of builders before marketing new product, not after
- Packaged unit will be shown at NAHB convention this month

The new Uni-Bilt fireplace-chimney package, being introduced at the NAHB convention in Chicago this month, is a first-class example of builder-manufacturer cooperation in the development of a new building product.

The new fireplace-chimney package is complete from hearth to chimney top. It can be assembled and installed by semi-skilled labor in four to six man-hours. No masonry is needed. The product is the result of seven years of research.

Ordinarily a manufacturer, convinced of the need for a new building product, sets the wheels of research and development in motion, perfects the product, offers it to builders and hopes that he has bet right. In the case of Uni-Bilt, however, the producer and his research and development staffs preferred to base their intermediate and final decisions on the judgment of a selected jury of builders—the people who would buy and use the product.

American Builder cooperates in selection of jury

In cooperation with *American Builder*, such a jury was chosen. Its members were invited to visit the research and development laboratory at a time when a mock-up was ready for inspection and discussion. The jury of builders assembled on a morning more than a year ago. The members were asked to keep to themselves the information they were about to be given, since the company had already invested a large sum and hoped, if the product was right, to cash in before competitive concerns went into action with similar products.

They were also asked to be very candid in their inspection and reactions. At the end of the demonstration and discussion, the manufacturer was convinced that, with a few very minor modifications, he had a product that would have a market.

Risk of product acceptance is minimized

As a result, the product development was carried to a conclusion, the necessary fire, safety and other tests were applied. The introduction of Uni-Bilt is made with the producer's judgment that he has a salable product, plus the considered endorsement of a group of builders from several sections of the country, who build in varying architectural styles and price brackets.

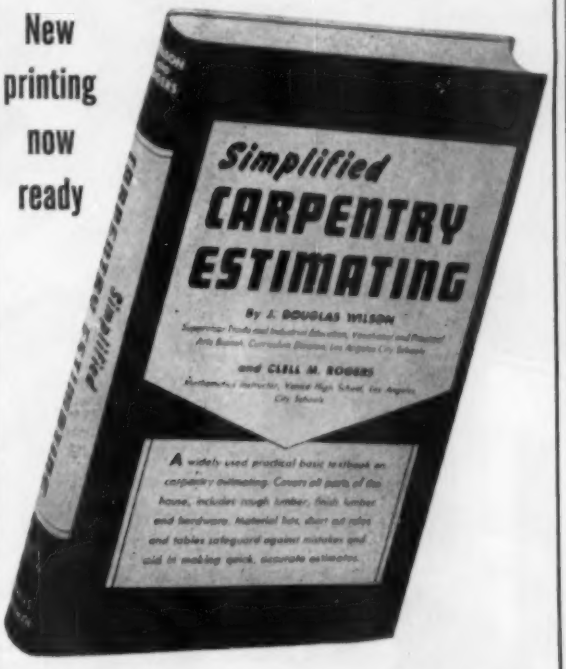
This kind of consultation in product development long has been advocated by *American Builder* and, more recently, has been encouraged by NAHB.

Vega Industries of Syracuse, N.Y., developers and manufacturers of Uni-Bilt, first set their sights on a prefabricated fireplace unit in 1947. The first approach was condemned by builders and officers of the company because it "was an imitation masonry job and looked like it."

A fresh start was made, and in 1952 Vega set up the Uni-Bilt division to develop the fireplace. The problem was to get a functional fireplace and chimney unit that would blend with any style of architecture and furnishings. It had to be full size but fit both large and small rooms. It had to be inexpensive and simple to install, self-contained, packagable and not imitative.

Finally, in 1953, *American Builder's* editors were called in to aid in assembling a jury of builders. The result is a product built to builders' specifications. It will be the feature of Uni-Bilt's exhibit in the Hotel Sherman at the 1955 NAHB convention and exposition.

New printing now ready



GUIDE to profitable bidding

A BUILDER CAN GO BROKE IN TWO WAYS: Bid too high or bid too low. This book will help you to avoid either pitfall. In 13 chapters and 300 pages, it gives the simplified essentials for figuring a bill of material and labor cost for any type of carpenter-built house, working right from the plans. Chapter heads are: Estimating Fundamentals—Foundation Materials—Framing—Exterior Finish—Interior Finish—Hardware—Building Information and Tables—Estimating Short Cuts—Labor Hours per Unit of Work—Carpentry Mensuration—Mathematical Reference Tables—Stair Estimating—How to Plan a House.

As well-known public schools building trades and mathematics instructors, the authors know how to present their information lucidly and simply. That is why this book has been one of the standard works on the subject for over 14 years.

Since first published in 1940, SIMPLIFIED CARPENTRY ESTIMATING has helped thousands of builders toward a better knowledge of one of the most important aspects of the business. We know that you, too, will consider the fifth edition a valuable working tool, once you have examined it. You can do this without cost or obligation, just by filling in and mailing the coupon below. Do it today.

Send-No-Money Coupon

AMERICAN BUILDER BOOKS, Dept. 155
30 Church St., New York 7, N. Y.

Send me a copy of SIMPLIFIED CARPENTRY ESTIMATING. After 10 days I will either return the book and be under no further obligation, or remit $3.75 plus postage.

Name .....

Address .....

Town ..... **Zone** ..... **State** .....

☐ **SAVE POSTAGE CHARGES.** I enclose $3.75 in full payment. If I return book within 10 days after receipt, you agree to refund this sum.

NEW exclusive!



pressure seal damper

seals fireplace throat air-tight!

Here's a fireplace unit that is as modern as the homes you build. It's the 3-Star Heatilator unit with the new Pressure-Seal Damper that seals air-tight when the fireplace is not in use. Stops loss of house heat up the flue, prevents downdrafts from chilling the room.

How It Works



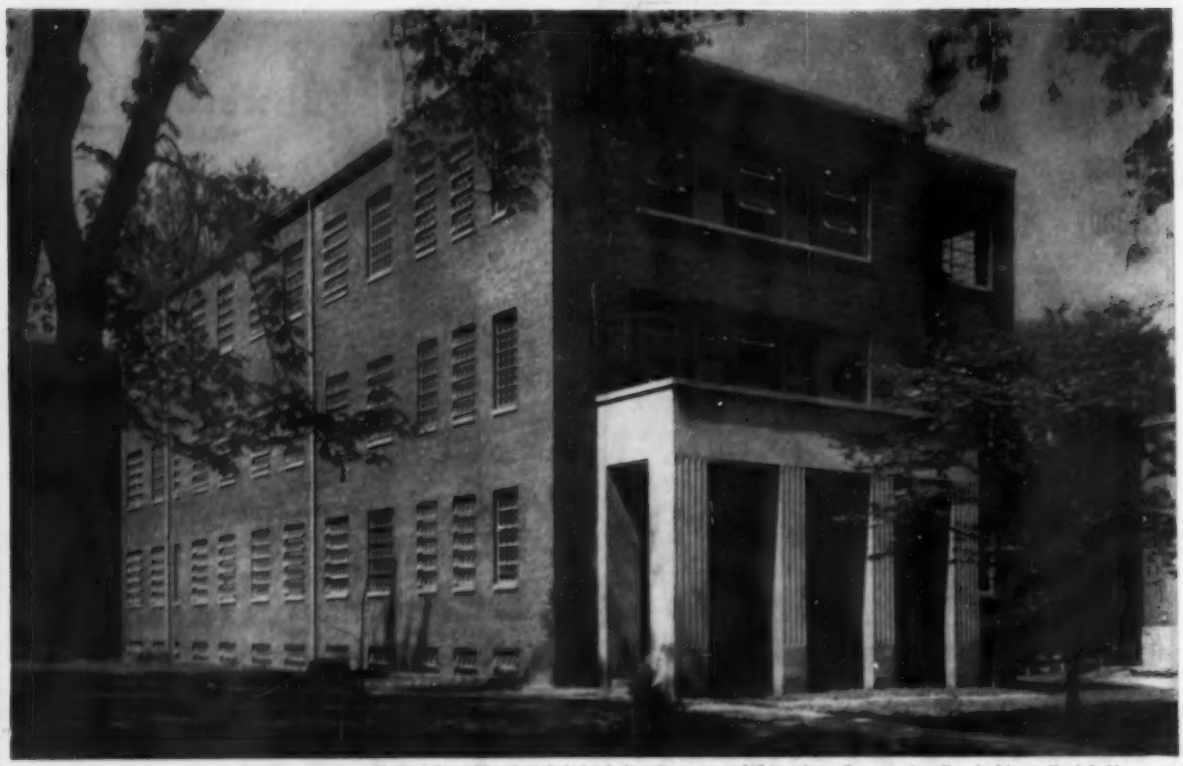
When the damper is closed the damper blade rests snugly against a specially designed asbestos gasket. Then slight additional pressure on the damper handle firmly sets the blade against the gasket and locks it in place, providing a positive air-tight seal.

A must for air-conditioned homes . . . When you air condition a home watch out for air leakage through the fireplace. The Pressure-Seal Damper is an absolute necessity to prevent the loss of summer cooling as well as winter warmth.

All these features . . . Feature for feature, the Heatilator Fireplace gives you more convincing sales appeals than any other fireplace. Its scientifically designed steel form assures you that the fireplace *will not smoke*. A fireplace that also *circulates warm air* to all parts of the room and even to adjoining rooms. Plus the remarkable new *Pressure-Seal Damper*. Ask your dealer or write for complete information.

Heatilator Inc., 3211 E. Brighton Ave., Syracuse 5, N. Y.

☆☆☆ HEATILATOR®
FIREPLACE UNIT



Central State Hospital, Lakeland, Ky. *Contractor:* Whittenberg Construction Co. *Architect:* Fred J. Hartstern.

PLENTY OF SUNLIGHT AND FRESH AIR IN THIS MODERN MENTAL HOSPITAL

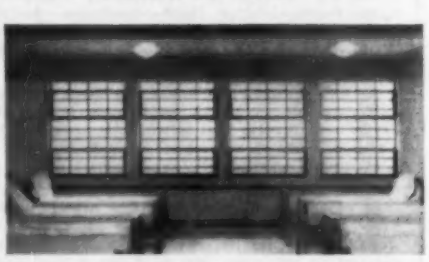
....Thanks to Steel Windows

Nowadays the designers of detention-type institutions like this mental hospital realize the importance of natural daylight and ventilation for inmate morale and rehabilitation. It follows that they specify steel windows, because only steel framing members can be made strong enough to insure security, yet slender enough to permit an abundance of sunlight and fresh air.

Whether you're building hospitals or homes, you'll find that slender-framed steel windows give the most light, visibility and ventilation. Yet they're rugged enough to withstand the unavoidable knocks they often get during shipment, at the job site, and during year after year of service in the finished building.

In addition, you save money two ways with steel windows: (1) they cost less than most other types, and (2) they usually cost less to install, because they come factory-assembled (with steel casing, if desired) for quick, easy installation. Your local building supply dealers stock many popular types of steel windows, including residential casements, ranch windows and window-walls.

For many years, manufacturers of quality steel windows have used solid, hot-rolled sections of open-hearth steel produced by Bethlehem.



SUNNY INFIRMARY—The slender steel bars of these psychiatric windows help keep this criminal men's infirmary bright and sunny, but provide a high degree of security. For information about steel windows for detention institutions, industrial and commercial buildings, and residential construction, contact the local representative of any manufacturer of steel windows, or see Sweet's File 16b.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

BUILD *FASTER*...SELL *FASTER* WITH

STEEL WINDOWS

BETHLEHEM STEEL

DIRECTORY OF NAHB CONVENTION EXHIBITORS

PRODUCT, EXHIBIT BOOTH, PERSONNEL

Exhibitor	Product	Hotel and Booth No.	Personnel
Acme Appliance Mfg. Co.	Builders' hardware	Sherman 487	H. Hozlep, Jr., N. Boxer, J. F. Dolion
Admiral Corp.	Home appliances	Hilton 351-352	J. P. Halpin, G. Montgomery, R. Schein, J. Ottman, A. Learman, W. B. Doyle, T. S. Fremont
Admiral Homes	Prefabricated homes	Hilton 411	J. J. Gallagher, E. Palm, V. Miller, W. S. Brown
Adore Sales Inc.	Sliding glass doors	Hilton 5848	C. E. Munsen, L. E. Scott, K. Reinhard, A. F. Spatzier
Air Control Products, Inc.	Awnings and canopies; building specialties; sliding doors	Hilton 204-205	R. L. Leigh, K. Babcock, W. Clark, C. Denton, R. C. Hackenbruch, P. Montgomery, E. G. Biela, D. E. Stoll
Airtemp Div., Chrysler Corp.	Heating, and air-conditioning equipment	Hilton 16-17	C. E. Buchholzer, J. P. Knoff, R. J. Schumann, J. D. Loveley, M. T. Bard, E. A. Nash, F. J. Laughna, R. A. Gonzalez, A. J. Schiffmann, S. A. Anderson, F. J. Koehnen
Akron Products Co., The	Building materials and specialties	Hilton 179	C. R. Marshall, P. Lichty, C. J. Giegel
Alliance Ware, Inc.	Plumbing fixtures	Hilton 198-199	Gene Martin, W. F. McCutcheon, K. E. Ewing, Wm. R. Collins, Y. C. Smith, J. C. McIntosh, F. W. McGrath, R. O. Mangum, C. H. Schmitz
All Metal Weatherstrip Co.	Sash balance and weatherstripping	Sherman 406	Paul N. Collin, A. M. Cook, R. H. Baight, S. Horath
Alsynite Co. of America	Fiberglas, fiberglas structural panels	Sherman 497	Eileen M. Dowling, A. Poirier, W. Thomas, H. J. McDonnell, W. D. O'Morrow
Alsco Inc.	Jalousies; windows and window frames; aluminum doors	Hilton 173	Not available at press time
American Bamboo Corp.	Building materials, specialties, doors	Sherman 498	Not available at press time
American Brass Co., The	Copper tubing, radiant panel heating; sheet copper for leaders, gutters, flashings	Hilton 145-146	Not available
American Builder	Builders' magazine, Convention Daily, and other books	Hilton 83	C. J. Wagoman, E. G. Gavin, F. A. Clark, L. E. Arent, Bayne Sparks, Dave Clark, Wm. Kane, Don Casey, Don Brickner, George Hutchings, Herb Willson, Harold Mann, Lyman Forbes, W. S. Gaskill, Robert Lewis, Lawrence Cope and Editorial Staff
American Cabinet Hardware Corp.	Builders' hardware	Hilton 43	F. Engstrom, J. Jones, D. Layng, D. Hunt
American Gas Association	Model kitchen	Hilton 212-233	C. R. Bowen, D. M. Jensen, S. F. Wikstrom, C. Wagener
American Kitchens Div., The Avco Mfg. Corp.	Kitchen appliances	Hilton 2	Not available
American Radiator & Standard Sanitary Corp.	Kitchen equipment and cabinets, plumbing fixtures, heating and air conditioning equipment	Hilton 133-141	B. Smyth, E. O. Donstad, L. Shenk, Day, J. P. Conner, G. Scott, G. S. Hackett, R. T. Johnston, L. A. Flaherty, C. A. Gifford, P. R. Phalon, E. J. Fadgen, E. F. Betts, W. J. Cowette
American Screen Products Co.		Sherman 472	R. W. Winters, C. Keich, E. Salisbury, B. Saxton
American Sisalkraft Corp.	Building materials; insulation; waterproofing materials	Hilton 234	B. K. Fitzgerald, G. Gallivan, J. M. Cummings, J. E. Heisel, R. H. Anderson, A. Dreesbach
American Welding & Mfg. Co.	Doors and door frames	Hilton 181-182	D. W. Dawson, H. H. Armstrong, J. A. Messchaert, C. E. Sharp, S. K. Cartwright, J. P. Watkins, R. F. Rea, W. Schaff, Jr., T. Z. Herr, T. A. Stratford
Andersen Corp.	Windows and window frames	Sherman 536, 569, 570	C. C. Stout, H. Meissner, H. J. Andersen, V. J. Bell, H. Mattlin, L. Palmer, J. D. Rowland, F. C. Andersen, M. O. Johnson
V. E. Anderson Mfg. Co., Inc.	Aluminum combination jalousie doors; jalousies; millwork	Sherman 404	H. E. Anderson, V. Anderson, Jr., A. E. Berry, A. Dreyfus
Arcadia Metal Products		Sherman 504	Not available
Armstrong Cork Co.	Acoustical materials, building materials; floor covering and insulation	Hilton 26-27	F. Simpson, D. Whinfrey, A. Carlson, L. Everhardt, K. Stedman, H. Griffner, J. O. Sampson, J. A. Butler, J. V. Jones, E. H. Gill
Armstrong Furnace Co.	Heating and air conditioning equipment	Sherman 579-580	L. Hickok, J. Gallaher, C. Brooks, J. Swinehart, G. Zimbelman, J. Calhoon, C. Bennett, C. Vaughn
Arnold Products Sales Corp.	Jalousies; window and window frames; jalousie doors	Sherman 412-413	R. T. Ashbaugh, M. Morris, Jr., G. Burgess, G. A. Viola, Jr., A. J. Bennett, H. E. Keenan, M. B. Morris, K. F. Beauchene
Atlas Plywood Corp.	Doors and door frames	Sherman 558	D. R. Wall, F. W. MacPhie, S. K. Gleason, "Mike" Senn, H. W. Brown
Barber-Colman Co.	Garage doors	Hilton 189-190	R. Whitgrove, G. Seiter, J. Bogen, R. Dallaso, J. Lobdell, L. O'Brien, C. Haub, Bob Day
Barnes Mfg. Co.	Plumbing fixtures, domestic water systems	Sherman 480	F. B. Haut, S. J. Kelsey, A. Breinich, C. Munger
Barrett Division, Allied Chemical & Dye Corp.	Building materials	Hilton 335-336	A. E. Boss, J. E. Valle, D. E. Nelson, E. A. Zipperer

Exhibitor	Product	Hotel and Booth No.	Personnel
Beadex Sales, Inc.	Building materials; building specialties	Sherman 414	C. D. English, H. W. Sander-Cederlof, W. D. Ambrose
Berger Furnace Corp.	Heating, and air conditioning equipment	Hilton 326	A. H. Berger, H. W. Abrams
Berns Mfg. Corp.	Fans, heating, ventilating and air conditioning equipment	Hilton 365	S. M. Bernstein, G. Meyers, W. J. Rosen, R. Davis, Al Wilder, G. Coleman, W. I. Stobbe, W. Graebe
W. G. Best Homes Co.	Prefabricated homes	Hilton 303	W. G. Best, W. Wilsdorf, J. W. Kelsey, D. Wilkins, R. Lamson
The Bilco Co.	Doors, basement, metal	Sherman 469	G. W. Lyons, J. M. Lyons, E. F. Lyons, G. J. Bowen
Bianco Mfg. Co.	Breakfast nooks, kitchen nooks, ready-built nooks	Sherman 556	Not available
Borg-Warner Corp. including Hydraline Products, Ingersoll Products, Norge Division, Reflectal Corp.	Bathroom fixtures, clothes dryer, water heater, roof decking	Hilton 382-389	Not available
Black & Decker Mfg. Co., The	Power tools	Sherman 591	R. Janelli, G. G. Dorman, N. N. Cimmarusti, R. W. Nealon, J. L. Benson, G. S. Keener, H. L. Bullock, J. Eisinger, R. A. McGrain, A. H. Fehsenfeld
Briggs Mfg. Co.	Bathroom accessories; plumbing fixtures; kitchen equipment	Hilton 62, 63, 80	E. E. Lundberg, F. W. Hofmann, E. O. Brady, W. L. Morris, W. H. Hicks, B. C. Emerson, P. O. Cole, Jr., H. C. Williams, A. D. Griner, A. Krueger
E. L. Bruce Co.	Flooring	Hilton 66-67	W. Wood, H. Creech, Bob Hanly, E. Conrad, L. Smith, J. Oliver, R. Magers, J. Todford, W. Crowe, O. Bullitt, F. Mann, A. Wahl, L. Mathieson
Bryant Heater Div. A.G.E., Inc.	Gas heating equipment	Hilton 84-85	D. K. Begert, H. A. Kennedy, F. W. Deady, C. H. Wilkinson, J. N. Crawford, J. A. Cerny, M. C. Eck, A. W. Frazier, H. C. Clary, P. C. Kosch
Bulldog Electric Products Co.		Sherman 602	P. Hammelef, P. Stough, G. Sovick, M. Spurrell
Caloric Stove Corp.	Home appliances; waste disposal units	Hilton 249	L. Klein, E. Westland, W. Bambrick, G. Ellis, J. Daly, J. Oltyan, R. Gardner, M. W. Batcholder
Carr Adams & Collier Co.	Kitchen cabinets; millwork; wardrobes and closets; windows and window frames	Sherman 575-576	H. A. Muir, W. C. Gulliart, C. Rusch, P. Procter, E. Markward, A. Stoltz, F. E. Bissell, W. Blasch
Carrier Corp.	Heating and air conditioning equipment	Sherman 401-402	W. A. Lake, T. F. Preston, G. F. Robinson, A. W. Walker, G. P. Jones, F. Porter, T. G. Ware, S. F. Leib
Carrollton Mfg. Co.	Kitchen cabinets and equipment; kitchen sinks	Hilton 368	R. H. S. Kaufman, E. C. Ziegenfus, R. S. Webbe, Wm. Mussun, T. Greer, R. Zell
Philip Carey Mfg. Co.	Building materials; insulation; roofing materials; siding	Hilton 21-22	L. C. Underwood, R. J. Roach, C. J. Bainum, W. T. Ferrell, G. S. Hansen, G. C. Fugett, H. B. Johnson, E. D. Smith, J. E. Dickerson, C. R. Senf
Ceco Steel Products Corp.	Doors and door frames; windows and window frames; metal lath and accessories	Hilton 105, 106 & 107	J. H. Field, W. M. Martin, H. D. Williams, J. F. Ludvik, N. H. Bell, E. L. Rohrbach, W. E. Zipp, D. R. Poor, J. B. Dickinson, M. J. Scillingo
Certain-teed Products Corp.	Building and roofing, materials; siding, wallboard	Hilton 180	M. Meyer, C. E. Berzellus, C. E. Abbey
Celotex Corp., The	Acoustical materials; gypsum products	Hilton 4	M. Greenwood, G. Ferguson, E. E. Dierking, J. E. Varila, E. Cripe, J. Stewart, J. Schmitt, W. Jannsen, J. Ayres, D. Hyerdahl
Chambers	Built-in ranges	Sherman 470	A. H. Scheffer, F. N. Hall, F. Flato, C. W. Zemer, M. A. Compton, Jr., A. Manhart, P. Landrosh, R. Ott, G. Gunter, Jr., J. VanMeter
Chase Brass & Copper Co.	Copper tubing and supplies; roofing materials; screening	Hilton 24-25	W. E. Evans, B. A. Dean, R. L. Maher, W. M. Mulholland, E. J. Malvey, G. T. Underhill, W. L. Brown, J. A. Babin, C. E. Gibson, A. R. Armstrong
Closures, Inc.		Sherman 585A	S. M. Collins, S. Schwartz, H. Guenther, J. Reese
Cole Mfg. Co.	Bathroom accessories; fans, heating and air conditioning equipment		J. D. Cole, F. L. Goode
Coleman Co., Inc., The	Heating, ventilating and air conditioning equipment	Hilton 44-48	S. Coleman, J. L. Moore, C. L. Burrows, F. W. Richards, J. Warren, J. Kice, Bill Hatten, L. Ginn, M. Roake, H. W. Morton
Colonial Products Co.	Kitchen cabinets and equipment	Hilton 175	C. I. Pechenik, D. Wapman, P. J. Rojahn, J. L. Ness, Jr., D. Hildebrand, R. L. Baker
Columbus Coated Fabrics Corp.	Wall covering, fabric	Sherman 407	Not available
Conco Engineering Works	Heating, ventilating and air conditioning	Hilton 18	R. W. Conkey, R. A. Hessinger, J. W. Burch, R. W. McKenzie, J. T. Wells, L. A. Page, R. Corbett, J. Howarth, H. O. Donnelly, E. A. Phillips
Condensation Engr. Corp.	Chimneys and flues	Hilton 23	W. Limbert, W. Aschliman, T. Jones, R. Wasson, Bert Teeters, B. A. Johnson
Congoleum-Nairn, Inc.	Floor covering and wall covering	Sherman 420-421	E. H. Bryant, A. D. Eastman, F. E. Davis, R. T. Bean, J. T. Lorick, Jr., K. R. Baumler
Consolidated General Products, Inc.	Doors; fans; aluminum siding	Hilton 390	M. Anderson, R. W. "Bob" Brown, J. Ceston, F. Crain, J. Ferguson, G. Gasperecz, E. C. James, A. Andrews

Exhibitor	Product	Hotel and Booth No.	Personnel
Consoweld Corp.	Plastic laminate, wallboard	Sherman 495	J. Davies, D. H. Parrish, F. E. McCarty, E. A. Jacobson, E. A. Terhune
Continental Screen Co. (formerly Wabash Screen Door Co.)	Millwork	Sherman 567-568	M. J. Balcom, E. K. Donahue, E. W. Donahue, Jr., R. J. Donahue, R. E. Fry, L. J. Horan, P. E. Kehn, C. C. Peterson, W. M. Steinbauer, A. F. Widergren
Coppes, Inc.	Kitchen cabinets and equipment	Sherman 511	Geo. Kurtz, J. Thompson, N. Troup, J. Muterspaugh, A. Kobe
Crane Co.	Heating and air conditioning; kitchen equipment; plumbing fixtures; water heaters and softeners	Hilton 191-194, 206, 207, 208	Not available
Crawford Door Co.	Garage doors, doors and building specialties	Hilton 87	R. A. Hackathorn, D. C. Crawford, W. L. Hughes, L. V. Robinson, W. L. Woodlock, W. Messer
Crosley-Bendix Home Appliances Div.	Home appliances	Hilton 158-163	J. Guertin, L. D. Eastmead, Doris Piper, F. Regan, A. Stevenson, E. E. Bentley, W. C. Bartels, D. Knipp, G. Simons, W. A. MacDonough
Curtis Companies, Inc.	Kitchen cabinets; millwork	Sherman 531, 573, 574	T. Hugunin, E. J. Wolf, J. R. Stoaks, I. H. Ramsey, D. W. Doherty, J. H. Cowman, G. V. Tonelli, E. J. Curtis, G. M. Curtis
Delco Appliance Div., General Motors Corp.	Heating and air conditioning equipment	Sherman 453	J. R. Williams, R. A. Lyons, T. J. Affleck, F. L. Ortutt, F. A. Harmon, J. L. Eames
Denison Corp.	Jalousies; window and window frames	Sherman 443	J. E. Lawson, F. G. Danger, Wm. Suchard, A. F. Mecklenberger
Detroit Steel Products Co.	Doors and door frames; windows and window frames	Hilton 72-73	D. J. Carroll, T. A. Ellington, C. M. Howell, R. A. Habermas, R. M. Guymer, H. W. Tackaberry, W. N. McLoughlin, J. D. Kelliher, E. W. Schatt, A. R. Kiney
DeWalt, Inc.	Power tools	Hilton 151— Sherman 586	S. S. Auchincloss, Conde Hamlin, J. Stolarz, A. J. McMurray, H. H. Smith, R. Wagner, V. Marino, A. E. Richardson, Jr., C. Hendricks, J. Kelley, E. E. Jones
Dine-A-Nook Sales	Home appliances; building specialties; kitchen cabinets and equipment	Hilton 311	H. F. Johnson, Marjorie Schultz, E. Whiteway
Dixie Products, Inc.	Home appliances	Sherman 489	S. B. Rymer, Jr., M. Rymer, E. L. Fielden, Jr., J. J. Bates, C. T. Waltman
Douglas Fir Plywood Association	Plywood and building panels	Hilton 37	D. S. Sedgwick, J. Ritchie, J. Hess, P. Kay, D. Page, C. Hamlin, S. Taylor
Drywall Trim, Inc.		Hilton 337	C. G. Wellaeger, C. A. Gern
Eagle-Picher Co.	Aluminum storm enclosures	Hilton 364— Sherman 523	N. A. Blair, C. F. McGraw, P. E. Sieck, S. A. Sargent, T. W. Buehler, R. B. Merrill
Edwards Co.	Building specialties; door chimes; fire alarm for home	Hilton 349	J. L. Taylor, R. B. Shannon, A. B. Thomas, R. F. Hawkins
Electromode Corp.	Bathroom accessories; home appliances; electrical equipment and lighting; heating	Sherman 409	R. E. Poquignot, P. D. Hawkins, A. V. Lumb, R. C. Bastoo
Eljer Co.	Plumbing fixtures; kitchen cabinets	Hilton 40, 41, 42	C. H. Monge, D. J. Crane, L. H. Bennett, A. E. Thiesfeldt, C. R. Caldwell, J. M. Greer, M. Hosler, M. B. Hart, Jos. Scanlon, R. J. Cook
Elkay Mfg. Co.	Plumbing fixtures; stainless steel sinks	Sherman 499	M. R. Ferris, P. C. Sternberg, L. G. Katz, J. J. Salemi, W. M. Voight
Empire Homes, Inc.	Prefabricated homes	Hilton 360	J. Ryncarson, S. Bromley, Ann Bartett, Mildred Bromley
Engineered Products Co., The	Bathroom accessories; builders' hardware	Sherman 479	H. Scott, D. Davidson, W. W. Clark, R. Lennox
Extendoor Inc.		Sherman 601	R. Oliver, R. Morrison, J. Sheldon, R. Maxwell, J. Klooster, W. Beagle, R. LaBelle
EZ-Way Sales, Inc.	Disappearing stairways; doors and door frames	Hilton 130	W. Bjorklund, M. W. Axelrod, J. E. Hanson, D. A. Quammen
D. L. Fair Lumber Co.	Flooring and floor covering	Hilton 314	H. J. Fair, D. L. Fair, Jr., P. Holmes
Farley & Loetscher Mfg. Co.	Doors and door frames; kitchen cabinets; millwork	Sherman 571-572	L. C. Paisley, R. A. Loetscher, A. C. Hammerand, D. M. Neyens, R. J. Roberts, C. A. McCue, W. A. Paar, M. L. Burdill, Annabel Nicks, C. A. Schneider
Fasco Industries, Inc.	Vent fan	Sherman 410	H. P. Toppin, C. W. McLaughlin, H. Sylvester, Jr., Jos. Newman
Flat Metal Mfg. Co.	Plumbing fixtures	Sherman 475	S. E. Nilsen, J. H. Alexander, G. C. Hay, C. F. Laird
Fir Door Institute	Wood doors	Sherman 544	J. F. Fowler, H. M. Watson, R. L. Campbell, D. W. Fowler
Fleet of America, Inc.	Building specialties, windows and window frames	Sherman 432	J. Kennedy, G. W. Coleman, R. M. James, Jr., T. Y. Smith, C. Hattle, S. Kafad, D. Sisnaugle, R. James, E. M. Carlson, F. Papin, C. Dutladway, F. Smiley
Formica Co., The	Building panels; building specialties; kitchen cabinets	Hilton 200-201	F. C. Walter, Wm. Reilly, J. A. Healy, H. K. Gladfelter, M. Bloch, J. Hagstrom, P. Forbeck, L. E. Dugan, R. E. Conlon, R. E. Flannery

Exhibitor	Product	Hotel and Booth No.	Personnel
Frigidaire Div. General Motors Corp.	Home appliances; heating and air conditioning	Hilton 168-171	J. Tritsch, F. Mueller, W. Smith, H. Houser, W. Rodgers, P. Beemsterboer, T. Buehring, W. Breidenbach, R. H. Smith, D. Rich
Gate City Sash & Door Co.	Window and window frame	Hilton 55-56	M. D. Ebert, C. MacLane, Jr., R. Carlin, E. Clark, J. Schaffer, L. E. Williams
Gates & Sons, Inc.	Concrete form ties and forming systems	Hilton 3	G. Gates, C. R. Pewterbaugh, C. W. Pearson
General Air Conditioning Corp.		Sherman 478	J. E. Kercheval, J. L. Paulus
General Bronze Corp.	Doors and door frames; windows and window frames	Hilton 304, 305, 306, 307	T. C. Carter, R. E. Gilbert, B. I. McGowan, A. Monroe, G. Dixon, J. Hogan, R. Leicher, L. Putzel, E. Ward, W. Bahle, W. Gaw, F. Kirchner, D. Murphy, D. Shiffette, E. Racey, T. Wagner
General Controls Co.	Electrical equipment and lighting; heating and air conditioning	Hilton 353	B. L. Lerch, H. Grainer, W. Amir, L. Miller, Wm. Sinks
General Door Mfg. Co.	Garage doors and operators	Sherman 426	P. J. Gentolena, A. E. Pick, R. Pick, C. Pick, M. Becker, G. Heiser, J. Williams, H. Schindel, Gene Sawyer, Wm. Fullerton, T. Poeschi, M. Poeschi, K. Daniels
General Products Co.	Prefabricated "Air Jet" chimneys and flues; fireplaces	Sherman 599	H. S. McKann, R. C. Brillhart, J. E. Rowell, D. Wellcome
General Electric Co.	Home appliances; electrical equipment; heating and ventilating	Hilton 97-100, 109-112, 346, 347, 358, 359	Not available
Geneva Modern Kitchens	Kitchen cabinets and equipment	Hilton 228-230 Sherman 447	O. W. Fast, H. M. Scoglund, H. T. Siebert, J. F. Burdett, D. R. Barber, J. G. Marshall, L. E. Hessie, J. G. Lichor, W. B. McCredie, W. C. Hopkins
Georgia-Pacific Plywood Co.	Building materials, panels, specialties; plywood	Hilton 366	G. Rohrer, J. J. Hickey, T. P. Ryan, Wm. Sheppard, G. Johnson, W. Marigold
Gerber Plumbing Fixtures	Plumbing fixtures	Sherman 517	O. L. Gerber, M. L. Lewis, Gene Gray, W. H. Falstein
Given Mfg. Co.	Home appliances	Hilton 60-61	H. Fatt, B. Given, A. L. Haggard, E. Weingarden, F. DeRonge, J. Lucas, S. Rudnick, L. T. Carson, M. Shaw, W. Maas
Gerity-Michigan Corp.	Bathroom accessories; plumbing fixtures; builders hardware	Hilton 58	Not available
Glass Shower Door Co. Inc.	Bathroom accessories; plumbing fixtures	Sherman 484	A. H. Miller, Natalie M. Greenwald, P. Bramson, H. Polanek
Glide Windows, Inc.		Sherman 431	A. Grossman, J. L. Reznick, T. N. Tobias, D. Pleasant, Fran W. Meyer, A. Grossman, A. Cutler, S. Grossman, D. Carneschiell, H. Cohen
Goodyear Tire & Rubber Co., The	Floor covering; and wall covering	Sherman 455	H. M. Evans, A. W. Biggs, A. F. Thomas, K. C. Zollmer, B. Hindmarsh, A. Heckman
Graham Industries, Inc.	Garage doors	Sherman 500	J. R. Graham, S. Camp, E. J. Sather, B. J. Fayne, W. E. LeBeau
Grand Rapids Hardware Co.	Builders' hardware	Sherman 557	Wm. W. Potter, K. K. Boukema, N. Hantula, A. Lickteig, H. R. Dickinson
Grant Pulley Hardware Corp.	Building materials; doors; builders' hardware	Hilton 301-302	N. A. Gussack, S. Gilbert, B. Cooper, K. Klopstock, A. Gruskin, J. Calao, J. Hildebrand, W. Gibbon, John P. Cleveland, T. Shirley
Grisweld Mfg. Co.	Built-in electric ovens; electric counter top units	Hilton 379	R. Boor, M. Brown, N. S. Andrews
Gyro Brass Mfg. Co.	Bathroom accessories; building materials; builders' hardware	Sherman 551	B. Marsak, J. J. Russell, R. David Carter, T. Polk
Hachmeister, Inc.	Floor covering	Sherman 604	Wm. H. Gray, J. A. Rihn, J. Stella
C. Hager & Sons Hinge Mfg. Co.	Builders' hardware	Sherman 461	H. Likes, C. Bonzio, W. Kennedy, Bud Hager
Harnischfeger Corp.	Prefabricated homes	Hilton 13	E. Hwass, H. Fosbender, R. Broni, K. Dawson, C. Czapinski, A. Treis, A. Reichardt, P. Henderson, B. MacCracken, R. Albers
The Heil Co.	Heating and air conditioning	Hilton 496	G. Hochstein, A. Eunson, J. Huber, W. Matheson, D. Kuhlman
Herbert Metal Products Co., Inc.	Bathroom accessories; building materials and specialties; builders' hardware	Hilton 373	H. L. Stern, A. Coleman, P. Base, B. Saltzberg
Hewitt-Robins Inc.	Floor covering	Hilton 210	W. C. Gilbertson, C. L. Frost, L. M. Brain, B. Jason
The Hobart Mfg. Co.	Kitchen cabinets and equipment	Sherman 446	A. E. Grayson, R. C. Geiger, C. W. Allen, C. Eves, E. J. Lauterbur, O. S. Metcalf
Holcomb & Hoke Mfg. Co. Inc.	Sliding and folding doors	Hilton 164-165	S. J. McCarthy, E. J. Wolf, Jr., R. Roache, R. Cook, H. Schott, K. Merlin, P. C. Jolly, C. Wheeler, F. Hoke
Holiday Inns of America, Inc.	Hotel Courts	Sherman 603	K. Wilson, E. B. McCool, J. Ladd
Holly Mfg. Co.	Heating, ventilating and air conditioning	Hilton 211	R. Grossman, J. Cox, J. Drago, D. Kirtley, J. S. Johnson

DON'T BUY ANY KITCHEN UNTIL YOU SEE THE NEW



STEEL Youngstown Kitchens

AT THE

BUILDERS' SHOW, CONRAD HILTON HOTEL-CHICAGO

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

Exhibitor	Product	Hotel and Booth No.	Personnel
Hollywood Disappearing Attic Stair Co.	Disappearing stairs	Sherman 554	E. E. Pierce, Mrs. E. E. Pierce, D. R. Haden, Mrs. D. R. Haden
Home Music Systems, Inc.	Music-radio intercom	Hilton 313	S. D. Wooten, Jr., R. Wooten, S. D. Wooten, III
Hotpoint Co.	Home appliances	Hilton 102-104	R. R. Smith, E. J. Malin, C. W. Meade, E. J. Sorensen, D. J. Irvine, C. C. Gramer, F. C. Margolf, R. H. Hunt, B. L. Ditch, J. F. Carroll, L. Wood, J. L. Rogers, T. H. David, J. R. Lindsay, D. Quirk, K. J. Marggraf, J. E. Brickenden, C. W. Welford, D. M. Barton, M. A. Hoff
Hough Shade Corp.	Sliding or folding doors	Hilton 237-238	H. V. Cronin, V. A. Dawson, J. Gilmann, D. Tobin, W. S. Gould, C. B. Jennings, J. Funke, V. E. Franzen, A. Turner, L. Ward, W. Alger, C. B. Weber, C. W. Reone, L. W. Hatfield, J. E. Hough, R. J. Mergener, A. R. Hough
Hunter Mfg. Corp.	Jalousies, windows and window frames	Hilton 381	J. M. Gwynne, H. E. Brunhoff, Jr., H. L. Baerveldt, J. A. Haughney
Hunter Fan & Ventilating Co.	Electrical equipment and lighting; fans; heating, ventilating and air conditioning equipment	Hilton 178	F. S. Brady, W. J. Helmer, P. T. Finch, W. M. Hardwick, Jr., C. H. Emery, H. V. Sutphin, E. L. Elms, C. E. Hughes
Huntington Industries, Inc.	Fans, insulation; ornamental iron; disappearing stairs	Sherman 483	P. L. Gallina, G. Hearn, H. vanDresser, C. Jones
Hydrotherm, Inc.	Heating and air conditioning equipment	Hilton 370	J. F. Baier, W. F. Hosmer, F. W. Thompson, F. W. Hellbsen
Independent Nail & Packing Co.	Floor nailing machine	Sherman 598	P. D. Stone, W. J. Good, Jr., A. S. Tisch, D. R. Tuttle
Industrial Machine Tool Co., Inc.	Windows and window frames; aluminum awning-type windows	Sherman 429-430	E. Westman, G. Bateman, R. Bass, D. Robinson, D. Day, J. Sertman
Infra Insulation, Inc.	Insulation	Sherman 408	J. R. Schwartz, Mrs. J. R. Schwartz, A. LaValle, S. P. Simmerling
Insulite Div. Minnesota & Ontario Paper Co.	Acoustical materials; insulation; wallboard	Hilton 116-117	W. M. Macy, R. L. Anderson, J. A. Rush, G. W. Zumwinkle, G. Marino, B. W. Evans, W. J. Berg, J. Carl Stimson, W. G. Roker, A. S. Bull, G. F. Hoppe
International Homes, Inc.	Prefabricated homes	Hilton 374	H. Solomon, M. Agranovitz, A. Post, H. S. Post
International Molded Plastics, Inc.	Plastic paneling	Hilton 328-329	G. Macintosh, Wm. Fotheringham, H. H. Zabor, C. Quinn, T. Williams, R. J. Goulder
International Oil Burner Co.	Fans; heating and air conditioning	Hilton 53-54	L. Heiman, S. J. Heiman, B. K. Heiman, A. Dunlap, R. Laubach, S. Nabaum, R. Northwood, C. H. Langyel, W. Younger
Iron Fireman Mfg. Co.	Self modulating zone heating	Sherman 555	E. O. Geagans, D. Henry, E. F. McClelland, R. H. Rule, D. M. Kling, E. Bruel
I-XL Furniture Co. Inc.	Kitchen cabinets and equipment	Hilton 315-316	Not available
Johns-Manville Sales Corp.	Acoustical and building materials; roofing materials, siding	Hilton 81-82	E. F. Boyle, A. W. Bergman, E. E. Carl, W. G. McKillip, G. L. Moore, R. L. McGonagil, J. M. Murphy, L. H. Chaput, G. E. Cary, R. D. Hardy
Jones & Brown, Inc.	Building specialties; insulation	Sherman 584A	J. Rivers, J. Hurley, R. Zyant, E. E. Jones, W. J. Sauer, E. Littman
Kelvinator Div. American Motors Corp.	Home appliances	Hilton 1	J. Massimi, P. Garnick, G. Bradford, L. Guitard, A. Cowan, W. Fegan, E. Foley, J. Ruf, H. Donegar, W. Landback
Kennatrack Corp.	Sliding door frame	Hilton 74	R. J. Kopers, E. C. Cortas, P. L. Fishbaugh, N. R. Havlish, R. G. Mick, W. C. Malone
Kewanee Mfg. Co.	Doors and door frames; windows and window frames	Hilton 310	J. Hayward, R. Evans, C. T. Kelly, S. L. Becker, W. E. Klang, H. G. Otto, H. Crocker, R. F. Zang
Kitchen Maid Corp.	Kitchen cabinets and equipment	Hilton 218-219	J. W. O'Herrow, Jr., J. J. Barnhisel, R. P. Power, R. N. Porter, R. F. Fabian, R. E. Cox, B. P. Bruckman, P. Nitto, H. Stalley, B. J. Bort
Knape & Vogt Mfg. Co.	Building specialties; builders' hardware	Sherman 514	F. J. Vogt, H. J. Brink, D. A. Drews, C. Don Braber
Kohler Co.	Plumbing equipment	Hilton 94-96	R. C. Angelbeck, F. C. Hacker, A. G. Zibell, R. F. McCabe, J. F. Cairns, H. K. Degen, L. E. O'Neill, A. T. Wesener, M. W. Flader, G. Harris
Kwikset Sales and Service Co.	Builders' hardware	Sherman 462-464	W. T. Thomas, H. Carlyle, D. Reidarson, A. Schoepe, M. Jones, J. St. John, R. J. Schulte, P. Jaffee, D. Anderson, G. Berliner
Lau Blower Co., The	Home appliances; electrical equipment and lighting; heating and air conditioning	Sherman 486	T. I. Byrd, H. W. Faulkender, J. B. Burrowes, W. L. Wentling, B. D. Epstein
Leigh Bldg. Products, Div. of Air Control Products Inc.	Awnings and canopies; building specialties; sliding doors	Hilton 204-205	See Air Control Products, P. 343
Lennox Furnace Co.	Heating, ventilating and air conditioning	Sherman 444	R. D. Strickler, G. Bixley, C. Lytton, R. S. White, L. Matetich, L. J. Larson, B. W. Cook, E. C. Riggs, J. R. Merrill, N. R. Moon,
Libbey-Owens-Ford Glass Co.	Thermopane windows	Hilton 28-29	Not available
Leslie Welding Co. Inc.		Sherman 501	P. C. Wilmont, C. Holland, D. Toppel, R. Orr, C. H. Leslie



Group of five houses built for the faculty of the Lawrenceville School, Lawrenceville, N.J.
Architect: Livingston Smith, Philadelphia, Pa.
Contractor: William Musson, Lawrenceville, N.J.
Windows: Lupton Aluminum Casements, Double-Hung and Picture Windows.

add variety with Lupton Metal Windows

These new houses are all built on the same plan, but Lupton Casements, Double-Hung and Picture Windows, in various sizes, help give individuality to each.

That's one advantage in using Lupton. The windows you need, in practically any style, are readily available from the complete Lupton line. You can save buying time, get faster delivery and have fewer "headaches" when you fill all your window needs from one source . . . your Lupton dealer.

Tops on the list of good buys in today's market are the Lupton Aluminum Casements and Aluminum Double-Hung Windows used in these Lawrenceville houses. They will never need paint. They are precision manufactured from basic designs developed from the skills of over 40 years experience. The Double-Hung Window has been thoroughly tested for rigidity and rugged strength. The sash glide up and down quickly and easily and will never shrink, warp, swell or rattle. The muntins can be ordered to suit the architectural style of the house. Weatherstripping is lifetime stainless steel. You can install it with confidence, for like all windows that bear the Lupton name, it is built for lasting service . . . and to protect your reputation.

That's part of the Lupton story. Your dealer will be glad to give you full details and tell you about the *entire* line of Lupton Steel and Aluminum Windows . . . or write direct to . . .

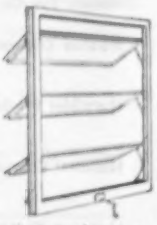
MICHAEL FLYNN MANUFACTURING COMPANY
700 East Godfrey Avenue, Philadelphia 24, Pa.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association

LUPTON METAL WINDOWS

Lupton Casement Steel or Aluminum



Lupton Aluminum Double Hung Window



Lupton Aluminum Awning Window

Exhibitor	Product	Hotel and Booth No.	Personnel
Lockwood Hardware Mfg. Co.	Builders' hardware	Sherman 525-526	S. Gilbert, R. Begin, C. Amann, C. Johansen, A. W. Welch, R. Freed, C. Brodrick, A. H. Brownell, G. Martin, Lee Williams, M. Falk, Jr.
Logan Co.	Ornamental iron	Sherman 476	R. Nolan, R. Grant, L. W. McGuire, Jr.
Long Bell Lumber Co.	Kitchen cabinets, millwork	Sherman 561-562	F. L. Foval, E. A. Thomas, E. H. Houston, L. L. Gibson, C. T. Munger, H. A. Bleckers, S. E. Cummings, J. E. Morley, W. G. Thon, O. E. Wilson
Ludman Corp.	Awning window	Hilton 129	M. Hoffman, H. W. Tavs, L. Veverka, R. Watts, L. Spahn, E. Miltenberger, Mrs. S. Rockerman
Lumite Div., Chicopee Mills, Inc.	Screening	Hilton 59	Wm. Volk, P. R. Petroquin, G. H. Day, II, R. D. Simpson, J. F. Bahs
Lyon Metal Products, Inc.	Kitchen cabinets	Hilton 231-232-233	J. M. Olesen, H. G. Knuth, L. B. Rhodes, J. H. Hartman, L. F. Tilly, O. J. Henderson, W. H. Dick, D. K. Powelson, H. C. Champlin, D. vanCourt,
Maas & Waldstein Co.	Paints, varnishes, enamels	Sherman 451-452	B. F. Ames, R. D. Sedgley, J. M. Coyne, Dr. G. Klinkenstein, H. Arlan, S. Kostenbaum, H. Jayne, W. Frick
Majestic Co., The	Chimneys and flues; fireplaces; heating and air conditioning equipment	Sherman 436-437	D. Winegardner, R. D. Hall, R. Lininger, B. Kirchoff, T. Kelley, H. Mickley, P. Jacobson, E. Bourne, C. Kirchoff, Y. Balcom
Malta Mfg. Co., The	Wood windows	Sherman 546-547	J. G. Boden, V. Gessner, D. L. Holton, R. T. Harris, C. B. Richards, R. Life, J. Alden, L. Alexander
Marsh Wall Products Inc.	Prefinished wall panels	Hilton 32	R. F. Arpan, J. F. Vonash, F. A. Madsen, E. P. McCarthy, J. L. Burris, R. E. Miles
Martha Washington Distributing Co.	Kitchen cabinets and equipment	Sherman 490	Not available
Masonite Corp.	Building materials and panels	Hilton 30-31	J. M. Coates, P. B. Shoemaker, F. O. Marion, E. W. Hadland, D. J. Moore, R. J. Mack, M. B. Anderson, R. W. Christensen, J. R. Edwards, J. Main
Master Mechanic Mfg. Co.	Electrical equipment; power tools	Sherman 600	Not available
W. R. Meadows, Inc.	Insulation; roofing materials; waterproofing materials	Hilton 357	T. R. Johnson, D. H. Zachman, R. G. Stilling, J. M. Collins
Mengel Co.	Doors; kitchen cabinets; wardrobes and closets	Hilton 49-52	C. G. Morrow, H. A. Breed, R. F. Kulmer, A. M. King, M. M. Gray, Mary Henderson, C. Whallon, R. B. Blackiston, J. M. Gilmore, E. M. Crocken, B. O. Harris
McKee Door Co.	Garage door	Hilton 391	J. P. McKee, E. S. Whetzel, W. B. Quantock, G. R. Pierce, C. J. Salmons, R. E. Schrader, H. L. Lester, R. H. Woodruff
McKinney Mfg. Co.	Builders' hardware; ornamental iron	Hilton 348	R. C. Fritz, W. R. Julius, D. M. Pittard, W. P. Beach, T. Kalchar, J. Gastaic, F. J. Koch, J. Gibson III, H. N. Campbell, Jr.
Milwaukee Faucets, Inc.		Sherman 466	G. L. Hartmann, H. F. Leonard, Mrs. H. F. Leonard, M. W. Peterman, R. E. Schulte, A. Jaffe, J. A. Jaffe
Minneapolis-Honeywell Regulator Co.	Electrical equipment and lighting; heating, air conditioning; fire alarm	Sherman 505-506-507 and 589	H. D. Bissel, R. H. Jacobs, H. O. Chamberlain, M. D. Dettman, W. Elfstrom, H. Kurst, J. Davis, T. Moore, J. Parks
Minnesota Mining & Mfg. Co.	Building materials	Sherman 485	J. Edward Gill, R. Chapman, D. J. Malone, G. J. Schulte
Modern Homes Corp.	Prefab homes	Hilton 166-167	Not available
Moe Light Div., Thomas Industries Inc.	Electrical equipment and lighting	Sherman 445	L. B. Thomas, V. Moe, R. W. Minott, Jr., L. V. Martikonis, T. R. Fuller, R. W. Vorshure, R. J. Rommel, J. Kanies, W. L. Tierney, D. Backer
Moen Valve Co.	Bathroom accessories; plumbing fixtures	Sherman 553	B. F. Carr, V. Kelling, E. F. Brizz, C. E. Brown
Morgan-Wightman Supply Co.	Doors and door frames; builders' hardware	Sherman 465	G. A. Morgan, R. F. Wightman, J. H. Mitchell, M. Fitzgerald, H. Shull, Mrs. G. A. Morgan
Morrison Steel Products Inc.	Garage doors; heating, ventilating and air conditioning	Sherman 434-435	S. Morrison, C. A. Stahlka, M. Morrison, E. Sayre, T. McKeown, S. Weisberg, W. Duffy, A. Ennis, O. Berg, T. McHugh
Mosaic Tile Co.	Bathroom accessories; building block and tile	Sherman 492	R. E. Jordan, Jr., E. D. Mann, K. Gale, K. Keck, M. Gall, T. Magee, W. Ross, J. Wiles
Mueller Climatrol	Heating, ventilating, and air conditioning; home appliances	Hilton 91, 92, 93	H. P. Mueller, H. P. Mueller, Jr., F. N. Nenlist, J. Beck, R. W. Weekes, L. A. Miles, G. Hase, D. J. Spahr, O. J. Ress, N. E. Hill
Mutschler Brothers Co.		Hilton 221-222	C. Acker, J. Lauer, N. Acker, R. C. Chapman, H. Cappel, D. Hanover, Jr., C. A. Mutschler, D. Miller
National Chemical & Mfg. Co.	Paints, varnishes, enamels	Sherman 503	M. Clamage, F. X. Thomas, J. W. Stephenson, Phil Green, Ed Grask, Ken Hayden, Andy Anderson, Bill Mahoney
National Electric Products Corp.	Electrical equipment and lighting	Hilton 144	D. W. Rice, W. W. Brewer, R. W. Beatty, A. Kapald, E. M. Nelson

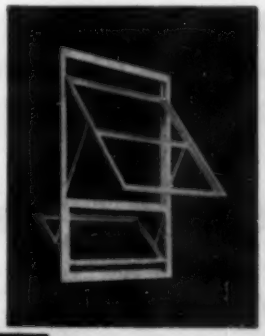
the National Library in Havana

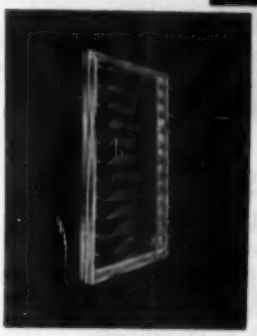
An outstanding example of how the

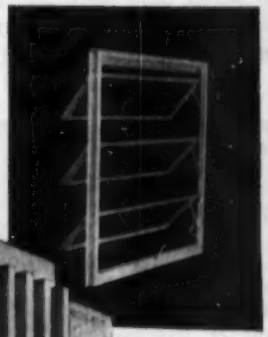
Versatility, Modern Beauty, and Enduring Value of

WARE
Aluminum Windows

is creating a growing preference from Canada to the Caribbean







Three different Ware Window types were used in the stately new National Library in Havana. The broad selection available to the architect enabled him to choose the types which would blend best with the beauty of the architectural lines desired—and at the same time to employ the functional advantages of each where they could best be utilized.

For the builder, Ware windows offer not only this same versatility, but also the assurance of practical design, simplified installation, and truly lasting value,—proven in thousands of installations from one end of the continent to the other.

Faster service, too, from strategically located warehouses in Chicago, Newark, Houston, and Atlanta!

Biblioteca Nacional
José Martí
Havana, Cuba
Architect — Govantes y Cabarrocas, Havana

See Sweet's file or write Dept. A-1

Aluminum **WARE** *Windows*



Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

INSTALL THIS



AND SELL YOUR HOUSES FASTER

A proven fact! Ask any builder who installs BILCO Doors. He'll tell you it's the best selling feature he ever used. Home buyers sign up fast when basements are useful, livable and safe. Don't "date" your homes — investigate America's fastest growing building product . . . the BILCO all-metal permanent door.

Direct access to the basement eliminates tracking mud and dirt through the upstairs rooms. Countless steps are saved by repairmen, servicemen and the home owner. It's the only means of installing big equipment necessary for a work shop, recreation room or extra living room.



Check all these Bilco Benefits!

ECONOMICAL!
LIFE-TIME DURABILITY!
WEATHER-TIGHT!
FIRE-PROOF!
BURGLAR-PROOF!

Bilco®

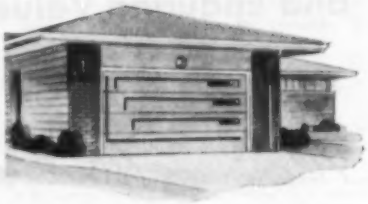
SEE IT AT

NAHB CONVENTION—CHICAGO
BOOTH 469

or write to:

THE BILCO COMPANY, DEPT. 2
NEW HAVEN, CONN.

the finishing touch . . .



. . . the final glamorous touch of lipstick . . . the last stroke of an artist's brush . . . the custom-designed GRAHAM GARAGE DOOR! Yes, it's the finishing touch that counts . . . especially to your home buying prospects! And Graham Doors provide that extra touch of beauty your customers are sure to appreciate! select from thousands of original designs . . . from picturesque Early American to bold Contemporary. And they're priced even lower than ordinary doors!



SEE YOU AT THE SHERMAN — BOOTH #500

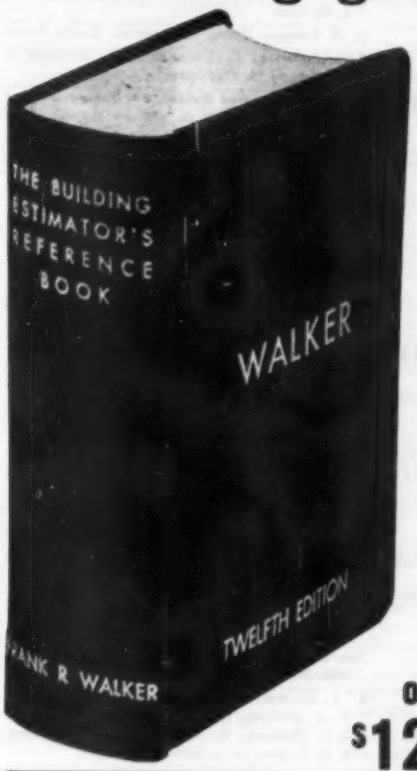
Don't miss Graham's interesting exhibit of America's most glamorous garage doors!

GRAHAM INDUSTRIES inc.
"A great name in Garage Doors"
6901 CARNEGIE • CLEVELAND 3, OHIO • TEL. HE. 2-1200

Exhibitor	Product	Hotel and Booth No.	Personnel
National Gypsum Co.	Building materials and panels; acoustical materials; insulation; paints, varnishes, enamels	Hilton 15	W. W. Hildinger, J. D. Elgin, W. H. Pulley, M. F. Carroll, C. Gustavus, D. G. Stenberg, J. P. Nicely, W. E. Wright, R. L. Zale, C. A. Bay
National Homes Corp.	Prefabricated homes	Hilton 114-115	A. M. McAdams, D. M. Poffer, D. L. Peterson, T. J. Schilleroff, R. E. Larimer, P. R. Thompson, W. J. Clinton, D. McMurry, J. G. Smuts, R. A. Stephenson
National Lock Co.	Builders' hardware	Hilton 380	J. H. Hoke, F. R. Palm, Jr., H. Johnson, S. O. Kussy, M. Sommer, Jr., R. Kramer, H. R. Gilbert, F. R. Schulz, R. Beattie and R. Hough
National Oak Flooring Mfrs. Association		Sherman 534-535	Not Available
National Disposer Div., National Rubber Machinery Co.	Home appliances; Electrical equipment and lighting; kitchen cabinets and equipment; waste disposal units	Sherman 552	Halbert Frank, R. J. Meyer, Norman C. Abbott, Gordon Schott
National Vanity Co.	Bathroom accessories	Sherman 491	Not available
New Castle Products, Inc.	Sliding or folding doors	Hilton 78-79	R. H. McConville, D. C. Danielson, W. A. Clements, J. D. McIntyre, J. F. Quinn, J. N. Westrich, R. C. Haugh, R. E. Styles, J. E. Sidwell, H. E. Young
New York Wire Cloth Co.	Tension screens	Hilton 142-143	Richard J. Wall, Howard A. Nusbaum, Stuart M. Jones, Eugene Kuhne, H. Vern Hitchcock, E. A. Gennoud, J. E. Parke
Nordahl Co.	Sliding doors; wardrobe and closets sliding hardware	Hilton 239-240	H. T. Rudrud, Andrew Nordahl, others Not Available
Norris-Thermador Corp.	Home Appliances; attic, window and kitchen fans	Sherman 474-515-516	Frank Ballman, J. Plane, K. Chapman, W. Matas, J. Lockhead, D. Meiners, J. Cummings, D. Rose, O. Freeman, B. Williams
Nudor Mfg. Corp.	Sliding or folding doors, builders' hardware, windows & window frames	Hilton 375	Murrell Spence, Jack Dunham, W. Donald Fox, S. H. Stern, Jr.
Nutone, Inc.	Door chimes; fans; heating, ventilating and air conditioning; range, hoods, pushbuttons, transformers	Hilton 323	J. Ralph Corbett, W. Spear, R. Schaefer, J. Christy, B. L. Corbett, F. B. Marple, L. B. Dreifus
Overhead Door Corp.	Garage doors; garage door electric operators	Hilton 14	Paul McKee, Neil Stewart, Bill Rosenbaum, B. Myers, J. Lieber, T. Biggs, D. Kesler, D. Crandall, M. Carr, J. Steinhilber
Owens-Corning Fiberglas Corp.	Building materials and panels; insulation; screening	Hilton 361-362	C. E. Peck, J. O. Curry, W. C. Shuee, H. B. Fisher, W. A. Stutts, F. D. Allen, J. E. Higgins, M. G. Jenson
P & F Corbin Div., American Hardware Corp.	Builders' hardware	Sherman 488	W. J. O'Day, A. C. Ziegler, C. R. Kazmer, J. C. Bled, M. A. Johnson
Pabco Products, Inc.	Floor covering	Hilton 356	E. K. Gleason, F. Didlock, E. W. Fish, E. V. Gear
Pease Woodwork Co.	Building materials; pre-fabricated homes	Hilton 250	William Stricker, James V. Rice, R. B. Banker, John W. Pease
Pecora Paint Co. Inc.	Paints, varnishes, enamels, waterproofing materials	Hilton 312	Laurance Bowen, Jr., H. Wesley Hibbert, Carl Olster
Per-Fit Products Corp.	Window and window frames	Hilton 367	George E. Stalle, E. W. Carey, Dan W. Sullivan, Charles Ottman, Robert L. Bradley, S. D. Krauss, Les Randall, Harry Schultz
Perma Products Co.	Building materials and roofing materials	Sherman 422-423	E. T. Allen, O. E. Matthias, Fred Kleps, J. Martin, Frank Barker, W. D. Ambrose
Peterson Window Corp.	Window and window frames; horizontal sliding aluminum windows	Sherman 510	Robert F. Anthony, B. F. Westley, Sam Fittes, G. D. Peterson, M. P. McClure
Place Homes, Inc.	Prefabricated homes; building panels	Hilton 247	M. L. McCracken, Dick Daines, Lloyd Ostrander
Plyco Corp.	Window and window frames	Sherman 471	John O. Kohl, William J. Kohl, Charles L. Prang, P. J. Amundson
Ponderosa Pine Woodwork		Sherman	Robert H. Morris, Robert H. Herbst, Phil Creden
Porter-Cable Machine Co.	Portable electric saws, belt sanders, finishing sanders, drills, planes, routers, yard and garden tools	Sherman 593	J. A. Proven, R. H. Schellschmidt, M. F. Patulski, C. F. Wheeler, M. V. Nodar, W. T. Isgar, D. J. Ridings, R. A. Hummert, J. J. Howe, R. J. Bylski
Porcelain Enamel Products Corp.	Ceramic-faced tile	Sherman 459	A. W. P. Trench, P. Handley, V. E. an Stone, Carl Koch, Edward Diehl, R. G. Griswold, John Linzain
Powder Actuated Tool Mfrs. Institute	Power tools	Sherman 595	Not available
Pratt & Lambert, Inc.	Color styling and interior decoration; paints, varnishes, enamels	Hilton 65	O. E. Anderson, W. W. Schroeder, F. A. Bauer, John Bowling, Howard Struck, W. H. Tamm, A. A. Koeber
Precision Parts Corp.		Sherman 524	Not available
Precisionware, Inc.	Kitchen cabinets and equipment; bathroom vanities and medicine cabinets	Hilton 341-342	Bernard Schraub, Stanley Robmow, Harold Jacobs, Carl Schrag

Exhibitor	Product	Hotel and Booth No.	Personnel
Progress Mfg. Co.		Hilton 354	Edward K. Baker, Morton J. Dischwang, Domenic DiMicco, Vern Elliott
Protection Products Mfg. Co.	Building materials; paints, varnishes, enamels; waterproofing materials	Sherman 532	R. W. Wadington, H. C. Kennedy, G. G. Garlick, M. J. Martensen
Protectub, Inc.	Bathtub protectors and porcelain repair kit	Hilton 174	Irving Finkel, Abraham Yormack, Ben Greenberg, Jim Lamont
Pryne-Rittenhouse Sales Corp.	Door chimes, electrical equipment and lighting; fans; heating, ventilating and air conditioning	Hilton 57	R. A. Maynard, D. J. Harper, R. F. Gross, Thomas Philbin, William Lovell, Frank Campbell
Qvale Associates	Sales aids	Hilton 324-325	Ragnar Qvale, Dick Clemenson, Toni Turich, Peggy Stephens
Ravenna Metal Products Corp.	Plumbing fixtures	Sherman 553	See Moen Valve Pg. 349
Rayner Mfg. Co.	Garage doors	Sherman 581-580	E. W. Goddard, J. M. Watson, A. K. Swan, Don Emmert, Phil Gardner, Ken Speck, Al Scholz, Howard Byer
Ready Hung Door Corp.	Doors and door frames	Sherman 533	E. L. Guerrant, W. L. Veale, others not available
Red Cedar Shingle Bureau	Building materials; roofing materials; siding	Sherman 550	Virgil G. Peterson, Carl F. Phelps, Carl A. Miller, W. V. Christian
Republic Steel Kitchens	Kitchen cabinets and equipment		C. Filson, P. Butler, D. Corey, J. Hesser, D. Young, V. McGillon, G. Riley, L. Stull, B. Yerkes, F. Staples
Revco, Inc.	Home appliances; kitchen cabinets and equipment	Hilton 355	H. C. Beresford, P. J. Hutting, J. H. Overmyer, J. R. Jenkins
Reynolds Metals Co.	Building materials; garage doors; windows and window frames	Hilton 195-196-197	Arvo Aho, A. Kintner, D. Gott, A. Williams, H. Kirchdorfer, E. Kuhlins, E. Wood, C. Luedemann, E. Schultz, W. Jenkins
Rheem Mfg. Co.	Built-in range; dryers; air-conditioning; water heaters and softeners	Hilton 183-184	Not available
Richmond Radiator Co.	Kitchen and laundry equipment and cabinets; heating, ventilating and air conditioning	Hilton 350-351	John J. Hall, E. Reichert, F. Leonhardt, E. Riley, V. B. Churchill, C. W. Kessler
Roach & Musser Co.	Millwork, garage doors and window units	Sherman 548-549	J. D. Odell, A. E. Tipton, Mark Conway, J. P. Zoug, T. L. Joslyn, R. G. Klemeyer, M. E. Lord, L. L. Pohl
Robbins Floor Products, Inc.	Tile, plastic, rubber asphalt, steel, ceramic	Hilton 378	Tom Doherty, S. Romanek, Charles Rock, Herbert Maisne
Rocform Corporation	Concrete form ties and forming systems	Sherman 594	Art Arrighini, J. Augugliaro, G. W. Schier, G. H. Cole, R. J. Steffy, F. O. Paull, A. T. Lange, C. W. Howard
Rock Island Millwork Co.	Doors, millwork, windows and window frames	Sherman 529-530	E. A. Garber, J. A. Bell, H. S. Kattrick, Mel Weiter, Robert Chase, Paul Gralton, S. E. Day, C. O. Anderson
Rockwell of Randolph, Inc.		Sherman 563-564	R. W. Hertz, Jack Munson, Jack Semling, Richard Stone, F. A. Hoerner, J. Young, K. Bergsbaken, O. Schields, E. Semling, P. P. Wood
Roddis Plywood Corp.	Doors and door frames	Hilton 86	R. G. Steinkamp, Maylon Day, Ralph Stoffel, Carl Bochne, Herbert Loy, Ray Clarke
Rogers Distributing Co.			D. S. Rogers, J. A. Rogers, W. G. Hayes, M. R. Rogers, H. S. Berman, James Alexander, A. Steinberg, M. Weiss
Roiscreen Co.	Multi-purpose window	Hilton 19	Ned Hedrick, John Cruzen, B. Kilpatrick, B. Gosselink, B. Harrison, A. Roisser, L. Vander Streek, O. Henninger
R.O.W. Sales Co.	Millwork, sash balance, weatherstripping, window and window frames	Hilton 101 Sherman 528	Gordon W. Love, John Hertzberg, Charles Polizzori, Harold Joseph, James Gallagher, Henry Winandy, William Dillon
Royal Jet, Inc.	Heating, ventilating, and air conditioning equipment	Hilton 150	Not available
Rudiger-Lang Co.	Building materials and specialties	Hilton 345	Morris Levin, Howard Rudiger, John Disimone, Leon Tudor
F. C. Russell Co.	Windows and window frames	Hilton 209	P. Williams, E. Sharkey, D. Martin, B. Booms, F. C. Russell, A. A. Laurich, R. DeCoskey, C. R. Raquet, A. J. Koehler, and others
Russell & Erwin Div., The American Hardware Corp.	Builders' hardware	Sherman 449	V. H. Verby, R. A. Eichaker, H. M. Mitchell, R. M. Whyte, L. R. Holmstrom
Samuel Stamping & Enameling Co.	Home appliances; heating, ventilating and air conditioning equipment	Sherman 590	C. H. Dickes, R. L. Hines, Calvin Hale, David D. Wallace, Dean Gunter, E. C. Adams, Charles M. Yeary
Schlage Lock Co.	Builders' hardware	Hilton 127	B. M. Levingor, P. B. Walker, E. G. Hertel, Sr., P. N. Niswander, R. A. Kuehn, J. E. Hubka
H.. J. Sheirich Co.	Kitchen cabinets and equipment	Sherman 450	L. Lenore Lyon, H. J. Scheirich, Alfred M. Reiss, Hal Prescott
Scholz Homes, Inc.	Prefabricated homes	Hilton 343	David C. Chambers, Max Ross, John B. Parkhurst, Sidney H. Watts

Insure your profits by using new 1954 estimating guide...



1755 pages • Good for any locality •

only $12.00 postpaid

at *NO EXTRA CHARGE* get Companion Vest Pocket Estimator

The standard help for contractors and estimators. During 40 years, over 130,000 copies have been sold in its many editions. This new edition was revised from cover to cover and includes information on new and modern materials, tools and methods. No builder can afford to be without it if he wants to compete in today's price battles, yet protect his profits.

AMERICAN BUILDER BOOKS
30 Church St., New York 7, N.Y.

I enclose $..... Send ..... copies of Building Estimators Reference Book with a Vest Pocket Estimator for each copy ordered.

Name .....

Address .....

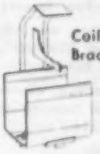
Town, ... Zone, ... State .....



with *Plus* sales value in homes

KRITZER "K" LINE RADIANT BASEBOARD

EXCLUSIVE FEATURE!



CLEAN, quiet gentle warmth provides carefree comfort throughout the home.

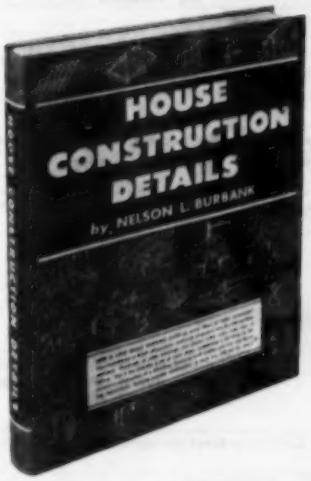
ECONOMY from low installation cost and high operating efficiency.

FUNCTIONAL DESIGN permits complete decorating and furniture arranging freedom.

BUILT TO LAST like all Kritzer products*. For further information write to: Kritzer Radiant Coils, Inc., 2903 Lawrence Avenue, Chicago 25.

*Kritzer Baseboard Heating • *Kritzer Fin-Pipe Coils
*Kritzer Radiant Panel Heating

KRITZER "IF IT'S KRITZER, IT'S RIGHT, SIR!"



YOUR EXACT WORKING GUIDE

and answers to

OVER 2,000 BUILDING QUESTIONS

Construction details from foundation to finish, with hundreds of photos and easy-to-follow scale drawings. One-eighth inch drawings of two modern houses included. Conforms to building regulations everywhere. A standard guide for altering stock plans or remodeling. Fourth revised edition.

SEND NO MONEY . . . Examine Free

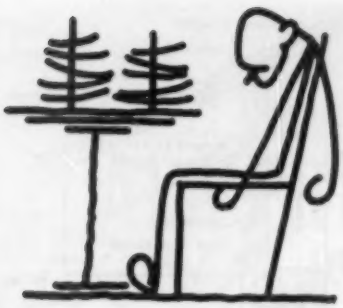
American Builder readers need not send money to get this book. After 10 days, remit $4.95 plus postage; otherwise return book and owe nothing. (*To save postage*, remit with order. We refund your money in 10 days if dissatisfied.)

AMERICAN BUILDER BOOKS, Dept. 155
30 Church St., New York 7, N. Y.

Exhibitor	Product	Hotel and Booth No.	Personnel
The Seddon Co.	Building specialties, waterproofing materials; paints, varnishes and enamels	Sherman 521-522	Earl E. Gray, H. J. Langhart, Gordon W. Van Buskirk, W. A. Seddon, V. E. Seddon, John T. Nolan
Sequoia Mfg. Co.	Heating, ventilating, and air conditioning equipment	Hilton 339-340	Art Theobald, Glenn Barnes, C. Bollins, Brown, H. V. Patterson
Servel, Inc.	Home appliances; all-year air conditioner	Hilton 185 thru 188	J. F. Donnelly, Neal E. Schuman, D. K. Patterson, L. E. Libby, G. O. Galloway, R. C. Marbach, J. T. Mooney, D. R. Meckstroth, J. L. Parker, J. O. Lund
Servo Industries		Sherman 415	B. H. Etsinger, Clinton W. Demmon, George French
Sherwin-Williams Co.	Color styling and interior decoration	Sherman 502	J. P. Patterson, J. H. Linden, R. L. Consigny, T. M. Doherty, S. C. Sommer
Shower Door Co. of America	Bathroom accessories; shower enclosures	Sherman 456-457	Robert Robbins, Fred McCord, Bill Richardson, Fred Blackwood, L. A. Hyrd, William Herman, Mike Boyle
Shower Enclosures, Inc.	Sliding or folding doors; glass; plumbing fixtures	Sherman 477	Stanley J. Marks, Harry Centner, Robert S. Silvers, Harold Grossman
Silcrest Co.		Sherman 545	L. T. Riordan, C. Weirauch, J. W. Peterson, N. H. Stein
Silliphane Corporation	Waterproofing materials	Hilton 64	M. Michaels, S. S. Schulman, R. Michaels, O. T. McAllister, Chas. Conklin
Skil Corp.	Power tools	Sherman 587	Not available
Slide-View Steel Door & Window Co.	Sliding or folding doors; window and window frames	Hilton 241	Donald D. Foss, Franklin E. Moore, Neil Robinson
A. O. Smith Corp.	Heating, ventilating, air conditioning; water heaters; oil and gas-fired furnaces	Sherman 512-513	Not available
Sonoco Products Co.	Building specialties; concrete form ties and forming systems; ducts, fibre	Hilton 244	John A. Reagan, Jr., E. S. Reid, A. E. Davis
Southern Pine Association	Building materials	Sherman 541-542	W. H. O'Brien, C. R. Frazier, A. M. Camarano, C. E. Anderson
Southern States Iron Roofing Co.	Garage doors; doors and door frames	Hilton 172	Randy Gustafson, Cliff Cary, Charley Rea, Vic Johnson, Lee Bartholomew, Jimmy McIntire, Frank Wahlstrom, Jimmy Doyle
Sparta Ceramic Co.	Tile, rubber asphalt, plastic, steel, ceramic	Hilton 248	Harold R. Thomas, Andrew C. Jack, Edgar D. Williams
Split Rock Products Co.	Building block and tile; building materials	Sherman 585B	Not available
Spotnails, Inc.		Sherman 596	Charles Crooks, C. W. Babcock, B. E. Friedlander, John Johnson
St. Charles Mfg. Co.	Kitchen cabinets and equipment	Sherman 424	R. A. MacNeille, R. F. Ekman, O. R. Beardsley, J. E. Johnson, Homer L. Price, R. J. Rodgers, J. J. Dempsey, G. A. Yeazel, T. A. Aylward, R. E. Bedore, W. J. Baines, Sue Egan
Panelyte Div., St. Regis Paper Co.	Wallboard and plastic laminate	Sherman 588A	Not available
Standard Coated Products, Inc.	Fabic wall covering	Sherman 440	L. C. Wallace, J. J. Wilson, F. M. Bowen, D. M. Kennedy
Standard Dry Wall Products, Inc.	Waterproofing materials; masonry paints	Hilton 152	P. G. Batelaan, C. F. Bentley, G. M. Guarch, O. M. Halleran, R. J. S. Hoppe, D. L. Morse, J. B. Miller, J. R. Petersen, R. C. Saunders, L. D. Thompson, J. T. Wamelink, D. W. White, R. S. Williams, G. D. Wilsen, T. H. Hascall, S. C. Begg, E. H. Canon, P. C. Donnelly
Stanley Electric Tools Div., Stanley Mfg. Co.	Power tools	Sherman 597	A. J. Peterson, E. C. Koenig, P. S. Pods, E. W. Ellsworth
The Stanley Works	Garage doors; sliding or folding doors; builders' hardware; cabinet hardware	Sherman 441-442	J. F. Moseley, Harvey Clark, K. F. Kyser, Charles Gehring, G. H. Wade, Anthony Marotte, R. G. Edwards, G. G. Young, C. S. Bauman, G. P. Merrill
Stamping Products & Mfg. Co.	Steel garage door	Hilton 10	Frank De Mascio, John Colombini, Russell Stewart, Al Rea, Roddy De Mascio, Paul Cardone, R. S. Lankin
Steel Door Corp.	Garage doors	Hilton 131-132	Glenn Berry, Arthur Winfree, James Sidway, Gordon Buchanan, Harold Robinson, Donald Monroe, Frank Howard, Dean Berry, Ralph Craig, Dwain Dawson, Harley Hopp, J. Mouw, Arthur Kirkman, J. C. Huntley
Steelbilt, Inc.		Hilton 371	Not available
Steelcraft Mfg. Co.	Building materials; doors and door frames; windows and window frames	Hilton 70-71	D. L. Liebman, Jr., Michael Bizzarri, John McKechnie, W. R. Jeffers, Werner Leeser, John Ponce, Nat L. Lehman, Joseph F. Beck, C. B. Levinson, Robert E. Levinson
Sterling Hardware Mfg. Co.	Garage doors; doors and door frames; wardrobes and closets	Hilton 235-236	S. Berntson, L. LaPole, C. Lendzion, J. Lloyd, T. Ohman, B. Rowland, J. Sterling, P. Wilmot
U. S. Machine Div., Stewart-Warner Corp.	Heating, ventilating and air-conditioning equipment	Hilton 39	R. F. DeVaney, Harvey Painter, Gus Wolf, Richard Densen, Norris Blanchard, W. E. Judd, C. A. Perry, Jr., Tom Hammond

Exhibitor	Product	Hotel and Booth No.	Personnel
Stiglitz Corp.	Home appliances, building specialties; electrical equipment	Hilton 372	E. N. Stiglitz, E. N. Stiglitz, Jr., L. D. Grant, Al Burnham
Stiles, Inc., Decor Div.	Louver doors, wooden shutters	Sherman 416	John R. Stiles, Phoebe B. Stiles, Berry Dunning
Stylon Corp.	Tile—plastic, rubber asphalt, steel, ceramic	Sherman 481	Mr. and Mrs. Paul R. Herbert, Joseph Mass, Tom O'Laughlin
Sun Sash Co.	Jalousies	Hilton 317-318-319	A. K. Tunnell, W. A. Downing, D. Montgomery, Bob Poczik, Sam Libero, Art Ehrhardt, Joe Nadler, Rose Rochlin
Sun Vertikal Blind Co.	Sun Vertikal blinds	Hilton 156	Charles R. Traxler, Foster D. Poe, Ralph M. Poe
Surface Combustion Corp.	Heating and air conditioning equipment	Sherman 427-428	C. C. Owen, W. R. Egan, L. Schaefer, L. J. Monahan, K. J. Black, S. F. Schultz, E. H. Lloyd, R. Reed, R. Hoover, R. E. Ireland
A. O. Sutton Corp.		Sherman 583	Wes Brient, H. M. Hilburn
Swedish Crucible Steel Co.	Bathroom accesseries; plumbing fixtures	Hilton 245-246	O. L. Olsen, W. E. Balfrey, R. R. Rourke, Porter West, Sid Lasley
Swivelier Co., Inc.	Electrical equipment and lighting.	Hilton 242-243	Hy Brandman, Joe Marcus, Pinky Schwind, Irv Kuchar, Joe Dumke
Symons Clamp & Mfg. Co.	Concrete form ties and forming systems	Sherman 460	J. G. Symons, R. Terry, W. Williamson, Eric Plane, C. Rudolph, V. Schimmel, L. Schaffman, J. Imonetti, D. Harris, J. Cotter
Tappan Stove Co.	Home appliances; kitchen cabinets and equipment	Sherman 425	B. Conklin, Jr., I. Jenis, F. Yahn, F. Rexford, D. Rainey, A. Tappan, C. Wilson, O. Johnson, A. B. Ritzenthaler, W. R. Tappan
Techbuilt, Inc.	Prefabricated homes	Sherman 458	Not available
J. S. Thorn Co.	Window and window frames	Hilton 330 thru 334	James Allison, R. E. Olson, A. B. Sacks, H. K. Cropsey, T. H. Payne, Jr., S. A. Schindler, P. E. Rheinheimer, E. A. Reinhardt, H. Short
Thyer Mfg. Corp.	Prefabricates homes	Hilton 308-309	Fred Thyer, C. F. Gray, Vern Asprooth, Leonard Thyer, H. Leggett, C. Richey, M. O. Gustafson, R. G. Clark, H. R. Bolton, R. L. Hall
Tilemaster Corp.	Plastic tile	Hilton 176-177	M. C. Haedtler, R. M. Jungles, J. Russell, S. J. Larsen, A. A. Fala, V. A. Thompson, P. Makray
Tilt-A-Door Corp.	Aluminum and plastic garage doors	Sherman 527	Donald L. Knight, Edward L. Bohde, E. H. Ziegler, M. E. Dorsey
Timber Engineering Co.	Timber connectors, framing anchors	Hilton 33-34	H. G. Uhl, A. K. Smith, R. L. Fletcher, D. R. Norcross, J. A. Reidelbach, Jr., W. E. Racine, Laurette Lahsand, C. H. Wilcox, R. F. Catchpole, L. A. Cosens
Toledo Desk & Fixture Corp.	Bathroom accesseries, kitchen and laundry equipment and cabinets; plumbing fixtures	Hilton 212-213-214	J. E. Cartwright, F. M. Crook, W. Nagel, H. Baker, J. Temple, W. Heinkel, A. Dunlap, W. G. Simms, S. Ormsby, D. Rollins
Touch-Plate Mfg. Corp.	Electrical equipment and lighting; low voltage switch system	Hilton 155	Ken Cronk, Ted Lewis, Art Hatton
Tracy Kitchens, Div. Edgewater Steel Co.	Kitchen equipment and cabinets	Hilton 113-215-216-217	A. C. Johns, G. Kibler, W. H. Nail, Bernard Gold, Kenneth Trout, R. A. Coffin, C. A. Reinbolt, Jr., C. L. Stoup, D. S. Bell, M. W. Dent
Trade-Wind Motorfans, Inc.	Attic, window and kitchen fans	Sherman 448	W. M. Marker, Mrs. W. M. Marker, W. E. Riebaldt, G. F. Sleight, J. B. Hess, Ray Davis, Bob Bieske
Trimco Metal Products	Building specialties; doors and door frames	Hilton 338	Dolores Williams, Julius Steffan
Trion, Inc.	Home appliances; heating, ventilating and air conditioning	Hilton 344	Richard E. Sweitzer, J. P. Sheller, Howard Washochek, E. W. Meyers, Jr.
Tubdor, Inc.	Bathroom accessories; plumbing fixtures	Sherman 482	Ray D. Henderson, others Not available
Truscon Steel Div., Republic Steel	Truscon building materials, doors and door frames; windows and window frames	Hilton 5-6-7	Not available
Uni-Bilt Co., Div. Vega Industries, Inc.	Fireplaces	Sherman 508-509	Not available
Unique Balance Co., Inc.	Sash balance	Sherman 518	Not available
United States Air Conditioning Corp.	Heating, ventilating and air conditioning	Hilton 377	John E. Craig, John Morgan, Wm. Meisells, D. E. Feinberg
United States Gypsum Co.	Building materials, paints, varnishes, enamels, roofing materials, wallboard	Hilton 128	Roy R. Mclayton, others not available
United States Plywood Corp.	Cement applied panels	Hilton 147-148-149	N. F. Schumaker, F. B. Peckham, A. H. Frost, A. W. Jarr, P. Mizzell, T. J. Hamilton, R. L. Bromhorst, A. J. Biondo, R. J. Kelp, E. F. Omahon
U. S. Rubber Co.	Building panels, electrical equipment and lighting; heating, ventilating and air conditioning	Sherman 438-439	C. W. Higbee, H. H. Weber, H. A. Johnson, R. C. Cassidy, C. C. Moore, R. H. Turner, J. A. Louver, J. G. Johnson
United States Steel Homes, Inc., Div. U. S. Steel Corp.	Prefabricated homes	Hilton 12	Charles Landers, Jr., W. S. Robertson, G. Thompson, Jr., H. B. Welch, Jr., T. Quinn, A. Cowart, P. Schoenlaub, C. C. Caskadon, J. Godient, J. Forester

Exhibitor	Product	Hotel and Booth No.	Personnel
Universal Rundle Corp.	Kitchen cabinets and equipment; plumbing fixtures	Hilton 8-9	K. Stubeck, E. Nelsen, J. Seabrooke, C. Henry, J. Potter, F. Rippchen, J. Rosenhan, D. Mayo, G. Stock, Q. B. Gorman
Upson Co.	Building materials and panels	Hilton 20	J. Upson, R. Eastbridge, A. Snyder, E. Ostheimer, L. Keeler, R. Morgan, J. Hannon, R. Carwell, W. Suttle, A. Calver
Van Ness Louvre Co.	Jalousies	Sherman 467	C. H. Lovette, A. J. Lopatka, Clifford Christian, Herman Faust, F. H. Van Ness, T. McMichael
Van Packer Corp.	Chimneys and flues	Hilton 124-125	L. Brown, O. Collins, W. W. Ford, K. Hall, W. Hanson, Bernie Imhoff, E. Kennedy, R. McFarland, C. Montgomery, B. H. Pettit
Vikon Tile Corp.		Hilton 320-321-322	H. W. Jensen, K. C. Riley, Gunnar Eng, Paul Bath, C. J. Jensen, Walden Gruver
John C. Virden Co.	Electrical lighting and equipment	Sherman 592	John J. Jasin, Marge Jasin, Carl Christensen, Ernie Ruppo, P. Smythe, Jack Virden, B. Hosey
Visking Corp.	Moisture vapor barrier, waterproofing membrane	Hilton 369	J. F. Bernard, H. B. Harris, J. H. Morrison, W. A. Heinemann
Wadsworth Homes, Inc.	Prebuilt house	Hilton 327	Alfred T. Johnson, John M. Gaughan
T. V. Walker & Son, Inc.	Sliding glass doors	Sherman 468	C. V. Walker, William Walker, R. N. Henry, Jr., C. F. Miller, Ted Walker
Ware Laboratories, Inc.	Aluminum windows	Hilton 38	Gene Munro, Bill Hunter, Al Hendrix, Frank Fogde, Fred Hendershot, E. Konyon, Jim Scott, Max Doran
Warren Webster & Co.	Heating, ventilating, and air conditioning	Hilton 126	P. W. Stickney, L. P. Lang, N. W. MacNichol, I. G. Brennan
Wasco Flashing Co.	Building materials, fans, heating, ventilating and air conditioning equipment	Hilton 376	Not available
Washington Steel Products, Inc.	Building specialties, doors, builders hardware and kitchen equipment and cabinets	Sherman 419	C. M. Johnson, D. M. Johnson, Dexter Haymond, Richard Feldman, B. Eisenrod, D. L. Ellis, A. F. Derham, L. C. Hewett
Welbilt Stove Co., Inc.	Home appliances; heating, ventilating and air conditioning	Hilton 157	M. W. Morris, Martin B. Cohn, Howard Landis
Wessels Co.	Kitchen cabinets and equipment; laundry equipment; plumbing fixtures	Sherman 403	A. P. Christian, O. S. Wessels, A. P. Christian, Jr., E. F. McDowell
West Coast Lumbermen's Association	Building materials; floors and floor covering; siding and wood paneling	Sherman 537-538	R. E. Mahaffay, G. M. Hansen, H. E. Smith, H. V. Simpson, A. A. Zander, A. K. Roberts, C. A. Luce, H. H. Bethell
Western Holly Appliance Co.	Built-in cooking equipment	Hilton 220	Frank Tschannel, Joe Schulte, Hal Hallhan, Henry Haner
Western Lock Mfg. Co.	Builders' hardware	Sherman 433	David Bloom, Marsha Bellas, Harry Kerse, S. W. Gerber, R. Van Tilburgh, S. Meltzer, D. Kready, H. Swank, J. P. Jones, M. Leiser, R. Welch, C. K. Blane
Western Pine Association	Millwork and building materials	Sherman 539-540	Lee Beckstrom, Ed. Kalweit, Richard Colgan, Joseph W. Sherar, Carl Zachrisson
Western Red Cedar Lumber Association	Siding, interior paneling	Sherman 543	Arthur I. Ellsworth, William Hulbert, Jr., Jay Butler, Gordon Douglas
Westinghouse Electric Corp.	Home appliances, fans, heating ventilating, and air conditioning; laundry equipment	Hilton 75 thru 77, 88 thru 90	J. E. Murphy, A. C. Brodahl, A. W. Jones, H. Gardner, P. McGean, J. Berkhoudt, R. Dimmott, W. B. Catt, J. A. Galbreath, T. J. Mullen, P. G. Merriman, S. L. Forsyth, R. A. Houtz, W. E. Slabaugh, Jr.
Weyerhauser Sales Co.	Knotty cedar plywood	Sherman 565-566	Not available
William Wallace Co.		Hilton 363	A. L. Hawley, Jr., C. E. Blome, Harry A. Shook, Norman Partridge, C. A. Perry, Jr., Thomas Hammond
Winter Seal Corp.	Doors and door frames; screening; jalousies; weatherstripping; windows and window frames	Sherman 520	Not available
Wiremold Co.	Electrical equipment and lighting	Sherman 405	John D. Murphy, Robert H. Murphy, A. J. Massey, Paul H. Heimann, W. F. Kilray, Edith Wootton
Wood Conversion Co.	Acoustical materials, insulation and wallboard	Sherman 493-494	F. L. Cornelius, J. D. Fischer, J. Fogarty, C. Gebhardt, A. Koop, R. Olson, Dale Bush, V. Rodeker, M. Wolf, E. D. Wyckoff
Wood-Mosaic Co.	Floors or floor covering	Sherman 473	W. F. Frankot, R. E. Holmes, J. J. Egan, Jr., M. L. Mittler
Woodall Industries, Inc.	Doors, wallboard, wardrobes, and closets; plastic laminates	Hilton 202-203	G. Kasch, B. York, W. Gielow, H. Jenkins, R. Sabersen, J. Stangel, W. Schnell, C. Binns, Al Vos and others
Yale & Towne Mfg. Co.	Builders' hardware	Hilton 35-36	L. J. Pontes, J. D. Young, S. R. Antonilla, C. M. Lynge, Jr., A. G. West, L. Lee, M. E. Ormond, F. D. Pomier, L. R. Meister, J. V. Valles
Young Wood Products Co.		Sherman 417-418	W. S. Young, Robert Young, W. C. Bancroft, Carrol Voorheis, J. A. Knappen, Clifford Matty
Youngstown Kitchens	Home appliances; kitchen cabinets, and equipment	Hilton 118 thru 122	O. E. Whitlock, H. M. Heckathorn, S. K. Wald, F. W. Knecht, J. G. McNicol, C. D. Alderman, M. L. Onde, J. W. Purvis, H. F. Howell and others
Zegers, Inc.	Weatherstripping	Hilton 11	Charles E. Duke, Raymond V. Zegers, H. J. Zegers, Jr., Lee Marcella, John Connolly



Discouraged over your record-keeping system?

Let A. Flax prescribe a remedy—

KEEPING THE ACCOUNT OF THE BUYER, by Alex G. Flax, on pages 294 and 296 of this issue is the third in a trio of articles designed to help Mr. Average Home Builder make good sense out of his accounting system. This month's article was preceded by **A SIMPLE FORM FOR CONTROLLING COSTS OF A JOB IN PROGRESS** (in November, 1954) and **HOW TO HANDLE CASH RECORDS** (last month). Be sure to read all three.



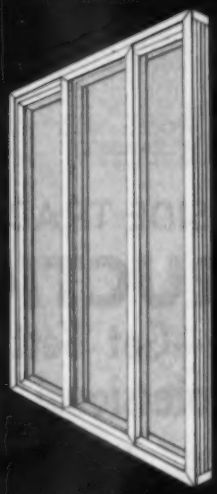
"NOW FORGET YOU EVER MADE IT, - IT'S FOR WHEN MY MOTHER-IN-LAW CALLS!"

Use the Postcard, Page 229 for Information On New Products and Equipment

NOW! Fleet of America Announces

America's Finest

SLIDING WINDOW





It's the most beautiful window I have ever seen like gleaming silver



It's complete a double window with built-in storm window and screen. There's never been such a window before. Never such a wide selection of sizes and shapes.



It is engineered of extruded aluminum and like Fleetlite double, double hung windows

IT STOPS...

- WIND
- DUST
- NOISE
- HEAT
- COLD

Sash glide on nylon bearings easy as a breeze.





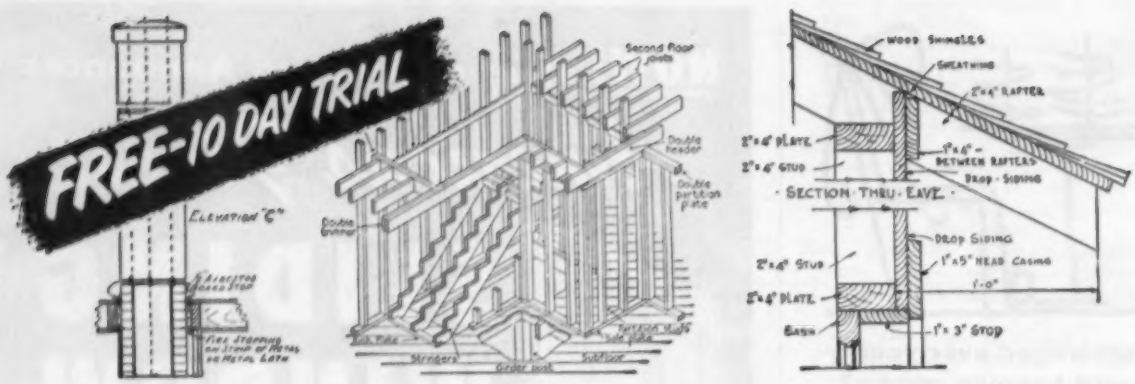
WRITE TODAY

New Catalog shows many standard sizes and shapes of double windows — matching double hung, sliding and picture windows

Fleetlite — AMERICA'S Finest WINDOW

FLEET OF AMERICA, INC.
112 PEARL STREET, BUFFALO, N. Y.

See the Fleetlite Display **BOOTH 432 SHERMAN HOTEL**



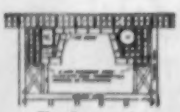
NOW Get the INSIDE TRADE FACTS on

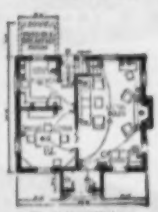
HOUSE CONSTRUCTION DETAILS

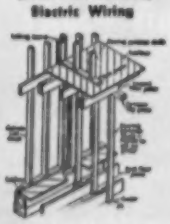
Save Money and Time—Get Better Construction—with these Professional Methods

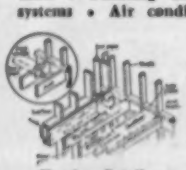
Here, at last, is an exact working guide on every detail of house construction from foundation to finish. Tells you dimensions, materials, processes, step-by-step working methods. Hundreds of scale drawings and photographs make every step easy to follow. Can be used for alterations in a set of stock plans, for making additions or changes in a building, or for complete construction of a dwelling. Conforms with modern practice and building regulations in all parts of the country. A book you will refer to for years! The professional guidance you get on even a single house construction detail can *repay you a hundred times the small cost* of this wonderful volume! Send for free-examination copy today. Mail coupon below.

Every Step in House Construction Explained and Illustrated


Fireplace and Chimney Details


Electric Wiring


Interior Wall Framing


Flooring Details

Excavations • Footings and drainage • Foundation forms • Sills • Girders • Joists • Sub-flooring • Exterior wall framing • Interior wall framing • Ceiling joists • Gable roof • Hip roof • Gambrel roof • Dormers • Siding and shingling • Cornices • Porches • Exterior walls of wood • Exterior walls of brick • Interior walls finished in plaster, in plywood • Wall panels • mouldings for interior trim • Stair construction • Windows • Sash details • Window framing details • Doors and door trim • Hardware used in dwellings • Closets, shelves, built-in equipment • Breakfast alcove • Sewing room • Flooring • Chimneys and fireplaces • Mantels and seats • Outdoor fireplaces • Scaffolds • Garages • Electric wiring • Insulation • Arches and gates • Lattice porch, lattice trellis • Garden benches, tables • Swings and other garden furniture • Picket fences • Log cabins, camps, cottages • Barns • Feeders and nests • Rabbit hutch • Septic tank • Painting and finishing • Heating systems • Air conditioning systems • Prefabricated houses •

Quick reference index enables you to find instantly any Construction detail on which you want Modern, Authoritative Guidance.

385 Pages. Size 8½ x 11. Fully indexed. 2100 Illustrations.

The "How" Book of House Construction

Nothing else like it! Other books may show you *what* to build, but this is the book that shows you HOW to build! Every detail in the construction of a house is clearly described—illustrated with large, easy-to-follow drawings—indexed for ready reference. Send coupon below to get your free-trial copy.



SEND NO MONEY

NEW, ENLARGED EDITION JUST PUBLISHED

Examine

10 DAYS FREE

You don't risk a penny to find out how valuable "House Construction Details" can be to you. Just mail coupon. See for yourself how you get clear, professional guidance on every building detail. Then either send only $4.95 (plus postage) in full payment, or return the book and owe nothing. Mail free-examination coupon NOW.

MAIL THIS COUPON

Simmons-Boardman Books, Dept. AB 1-55
30 Church Street, New York 7, N. Y.

Send me for 10 DAYS' FREE EXAMINATION, "House Construction Details." I will either return it in 10 days and owe nothing, or send only $4.95 (plus shipping charges) in full payment.

Name .....

Address .....

City & State .....

☐ SAVE! Send $4.95 with this coupon and we will pay postage. Same return and refund privileges.

ADVERTISERS IN THIS ISSUE

AAA Adding Machine Co. 58
Allianceware, Inc. 309
Allied Chemical & Dye Corporation, Solvay Process Division 279
Allith Prouty, Inc. 326
Alumatic Corporation of America 232
Aluminum Window Manufacturers Association 205
American Bamboo Corporation 271
American Brass Company, The 198, 199
American Builder 36, 37, 120, 229, 230, 297, 298, 355, 358
American Floor Surfacing Machine Co., The 170
American Gas Association 240, 241
American Hardware Corporation, The, P. & F. Corbin Division 201
American Houses Inc. 175
American Kitchens Division 45
American Screen Products Co. 320
American Sisalkraft Corporation 91
American Telephone & Telegraph Co. 239
American Window Company 256
Ames Metal Moulding Co., Inc. 316
Andersen Corporation 115–119
A. R. B. Window Sales Company 4
Arrow Fastener Company, Inc. 268
Associated Manufacturers of Lathing and Plastering Materials 50, 51
Atlas Electric Products Co. 296
Atlas Plywood Corporation 171

Barber-Colman Company 286, 287
Beaver-Advance Corporation 53
Belsaw Machinery Co. 327
Berger & Sons, Inc., C. L. 151
Berns Manufacturing Corp. 317
Bessler Disappearing Stairway Co., The 311
Bethlehem Steel Company 342
Better Homes & Gardens 273
Bianco Manufacturing Company 338
Bilco Company, The 352
Bird & Son, Inc. 93
Black & Decker Mfg. Co. 141
Blumenthal Co. Inc., Sidney 114
Boice-Crane Company 272
Bolta Products, A Division of The General Tire & Rubber Company 16
Borg-Warner Corporation, Ingersoll Products Division 31
Bostitch 182
Brown-Graves Co. 307

Cabot Inc., Samuel 162
Calbar Paint & Varnish Co. 183
Carey Mfg. Company, Philip, The 128, 129
Carlson & Sullivan, Inc. 311
Carr, Adams & Collier Company 153-156
Carrollton Manufacturing Co. 203
Casings Inc. 279
Ceco Steel Products Corporation 65
Celotex Corporation, The 292, 293
Certain-Teed Products Corporation 44
Chamberlin Company of America 48
Charles Machine Works, The 296
Chase Brass & Copper Co. 315
Chesler & Sons, Inc., J. 318
Chevrolet Division of General Motors 179
Classified 308
Clipper Manufacturing Co. 223
Columbia Geneva Steel Division, United States Steel Corporation 247
Condensation Engineering Corporation 333
Congoleum-Nairn Inc. 73
Consolidated General Products, Inc. 268
Corbin Division, P. & F., The American Hardware Corporation 201
Corrulux, L-O-F Glass Fibers Company 103
Crawford Door Sales Co. 69
Curtis Companies Service Bureau 257

Dant & Russell, Inc., Fir-Tex 212
Detroit Steel Products Co., Strand Garage Door Div. 255
DeVac Window Company 291
Dexter Lock Company, a Subsidiary of National Brass Company 124
Dodge Corporation, F. W. 339
Douglas Fir Plywood Association 180, 181

Eljer Co. 33-36
Evans & Co. 211

Fair Lumber Company, D. L. 30
Fasco Industries, Inc. 100, 221
Fir Door Institute 196
Fir-Tex, Dant & Russell, Inc. 212
Fleet of America, Inc. 359
Flint & Walling Manufacturing Co., Inc. 275
Flush Wall Radio Company 256
Flynn Manufacturing Company, Michael 349
Ford, Inc., Ivon R. 203
Formica Company, The ..... Cover 3
Frantz Manufacturing Company 103

Garlinghouse Co., Inc., L. F., The 15
General Bronze Corporation 227, 228
General Electric Company 92, 264, 277, 321
Gerber Plumbing Fixtures 224
Gilson Brothers Company 316
Glidden Company, The 94
Goldblatt Tool Company 311, 337
Graham Industries, Inc. 352
Grand Haven Stamped Products Co. 256

Hachmeister, Inc. 194, 195
Hall-Mack Company 131
Harnischfeger Corporation 18, 19
Haskelite Manufacturing Corporation 99
Heatilator Inc. 341
Holly Manufacturing Co. 202
Holt Mfg. Co. 329
Homasote Company 242
Hope's Windows, Inc. 327
Hotpoint Co. 61
Hough Shade Corporation, The 58, 274

Infra Insulation, Inc. 8
Ingersoll Products Division, Borg-Warner Corporation 31
Inland Steel Products Company 215
Insulite Division, Minnesota and Ontario Paper Co. 248, 249
International Homes, Inc. 319
Iron Fireman Manufacturing Company, SelecTemp 295
Ives Company, H. B., The 333
IXL Furniture 189-192

Jaeger Machine Company, The 265
Johns-Manville 95

Kaiser Aluminum & Chemical Sales, Inc. 176, 236, 237
Karyall Body, Inc. 183
Kaustine Furnace & Tank Corp. 135
Kawneer 204
Kennatrack Corporation 220
Kennecott Copper Corporation 48, 49

Kewanee Manufacturing Company 68
Keystone Steel & Wire Company 164, 165
Kohler Co. 10, 52
Kritzer Radiant Coils, Inc. 355
Kwikset Sales and Service Company 1

Larsen Products Corp. 202
Lennox 172, 173
Levelall, Thom-Wood Company 327
L-O-F Glass Fibers Company, Corrulux 103
Libbey-Owens-Ford Glass Co. 90
Linde Air Products Company, A Division of Union Carbide and Carbon Corporation 26
Long-Bell Lumber Company, The 335
Lucke, Inc., Wm. B. 317

McCabe-Powers Auto Body Co. 331
McKee Door Company 322
McKinney Manufacturing Company 140
McLean Engineering 278
Macklanburg-Duncan Co. 46, 47
Majestic Co., Inc., The 104, 187
Mall Tool Co. 138
Malta Mfg. Co. 32
Marvan Corporation 269
Master Vibrator Company 302
Mastic Tile Corporation of America 98
Maze Co., W. H. 340
Meadows, Inc., W. R. 305
Mengel Company, The 59
Metalbestos Division, William Wallace Company 144
Midcontinent Adhesive Company 121
Midget Louver Co. 331
Milwaukee Electric Tool Corporation 213
Milwaukee Faucets, Inc. 42
Minnesota and Ontario Paper Company, Insulite Division 248, 249
Modern Homes Corporation 244, 245
Moe Light Division, Thomas Industries Inc. 43
Moore Incorporated, Goodloe E. 271
Morgan-Wightman Supply Company 10
Morrison Steel Products, Inc. 313, 332
Mosaic Tile Company, The 97
Mosley Electronics, Inc. 317
Muller Machinery Company, Inc. 327
Mullins Manufacturing Corporation 347
Mustee and Sons, Inc., E. L. 151
Myers & Bro. Co., F. E., The 336

National Brass Company, Dexter Lock Company 124
National Electric Products 133
National Hardware Corporation 325
National Homes Corporation 207
National Lock Company 102
National Manufacturing Company ..... Cover 4
Nicholls Manufacturing Company 337
Nixalite Company of America 308
Nordahl 210
NuTone, Inc. ..... Cover 2

Oliver Corporation, The 149
Overhead Door Corporation 263
Owens-Illinois, Kimble Glass Company Subsidiary 282, 283

Pacific Lumber Company, The 186
Perfection Stove Company 71, 167
Philippine Mahogany Association, Inc. 101
Pittsburgh Plate Glass Company 158, 159
Ponderosa Pine Woodwork 168, 169
Pootatuck Corp. 337
Porter-Cable Machine Co. 231
Portland Cement Association 163
Powder Power Tool Corp. 177
Precision Parts Corp. 234, 235
Prefabricated Home Manufacturers' Institute 160
Price Fireplace Heater & Tank Corp. 60

Raynor Manufacturing Company 144
Readybuilt Products Company, The 265
Ready Hung Door Corp. 329
Red Cedar Shingle Bureau 251
Red Devil Tools 202
Regal Cabinet Sales Co., Inc. 278
Remington Arms Company, Inc. 289
Remington Rand 105
Republic Steel Kitchens 11
Revco Inc. 104
Rheem Manufacturing Company 146, 147
Richmond Homes, Inc. 54
Richmond Radiator Company 225, 226
Rilco Laminated Products, Inc. 259
Rolscreen Company 266, 267
Rowe Manufacturing Company 113
R. O. W. Sales Co. 22, 23

Saint Paul Corrugating Co. 174
Saturday Evening Post, The 6
Scholz Homes, Incorporated 89
SelecTemp, Iron Fireman Manufacturing Company 295
Servel, Inc. 143
Shawnee Manufacturing Co., Inc. 269
Shower Enclosures, Inc. 334
Solvay Process Division, Allied Chemical & Dye Corporation 279
Sonoco Products Company 196
Stanley Works, The 299
Statement of Ownership 331
Steelcraft Manufacturing Co., The 217
Steel Scaffolding Co., Inc. 200
Sterling Hardware Mfg. Co. 2
Stiglitz Corporation, The 328
Strand Garage Door Division, Detroit Steel Products Co. 255
Sun-Sash Company 310
Superior Fireplace Co. 285
Surface Combustion Corporation 161
Symons Clamp & Mfg. Co. 340

Tappan Stove Co., The 96
Techbuilt, Inc. 137
Tennessee Coal & Iron Division, United States Steel Corporation 247
Thermador Electrical Manufacturing Co., Division of Norris-Thermador Corporation 337
Thorn Co., J. S. 27
Tile Council of America 184, 185
Tilemaster Corp. 300
Tracy Kitchens Division, Edgewater Steel Corp. 64
Trade-Wind Motorfans, Inc. 14

Union Carbide and Carbon Corporation, Linde Air Products Company 26
United Metal Cabinet Corporation 55
United States Plywood Corporation 70, 325
United States Steel Corporation, United States Steel Export Company 247
Universal Molding Company 296

Waco Manufacturing Company 274
Wadsworth, Inc. 338
Wallace Company, William, Metalbestos Division 144
Ware Laboratories, Inc. 351
Warren-Knight 265
Warren Webster & Co. 262
Weatherproof Products Corp., The 206
Weatherstrip Research Institute 224
Western Lock Mfg. Co. 139
Western Pine Association 284
Westinghouse Electric Corporation 243
Weyerhaeuser Sales Company 219
White Company, David 254
White Products Corporation 211
Williamson Heater Co., The 41
Wiremold Company, The 330
Woodco Corporation, General Woodcraft Co., Inc. 324
Woodward Iron Company 270
Wright Manufacturing Co. 178

Z & K Tool Company, The 337
Zegers Incorporated 208, 209
Zink Company, John 323



BRAND NAMES are the "POWER TOOLS" of SELLING

The woods are full of builders who know the profitable short cuts of production tools—but the builders who skim the profit cream are those who know the sales power of well known brand names.

One such tool that is yours to use in every Formica surfaced kitchen is the wash-off identification printed directly on every Formica sheet. Tell your fabricator you want this marking left on all Formica in your house until it is sold. Let your prospect see for herself that you are giving her the very finest—the brand name she knows and trusts.

DEMAND THIS CERTIFICATION

This mark certifies genuine

REMOVE WITH SOAP AND WATER

Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

Beauty Bonded **FORMICA**

Guaranteed by Good Housekeeping

Pays in Performance

THE FORMICA COMPANY

4514 Spring Grove Ave., Cincinnati 32, Ohio

In Canada Arnold Banfield & Co. Ltd., Oakville, Ontario

We'll be looking for you at the FORMICA display at the N. A. H. B. Chicago show.

National

BUILDERS' HARDWARE
for Permanence

The charm and comfort of a home is largely governed by what we put into it. From the architect's drafting board to the final installation of the hardware, quality and skilled workmanship are of utmost importance.

Over 50 years of manufacturing experience in this specialized field has established a buying preference for National of Sterling, Illinois, wherever hardware is sold.

The complete National line embraces practically every hardware requirement for the modern home of today.





NATIONAL MAN
STERLIN





NUFACTURING CO.
NG, ILLINOIS